

# Q2 of FY 2023 Settlement Report

Aug 14, 2023

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BuySell Technologies Co., Ltd.  
TSE Growth Market : 7685

**BUYSELL**  
**TECHNOLOGIES**

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## Executive Summary

# Financial highlights for Q2 of FY2023

FY 2023 Q2(Consolidated)			Accounting period of Q2 of FY2023(April to June 2023)		
	<u>FY2023 Q2</u>	<u>YoY</u>		<u>Results for Q2 of FY 2023 (accounting period)</u>	<u>YoY</u>
Sales	<b>19,561</b> mil.yen	+29.6%		<b>10,504</b> mil.yen	29.6%
Operating income	<b>1,313</b> mil.yen	-15.7%		<b>778</b> mil.yen	-1.1%
Ordinary income	<b>1,291</b> mil.yen	-16.8%		<b>767</b> mil.yen	-1.9%
Net income attributable to owners of the parent	<b>635</b> mil.yen	-31.6%		<b>383</b> mil.yen	-18.3%
Adjusted EBITDA*	<b>1,887</b> mil.yen	+4.5%		<b>1,079</b> mil.yen	17.4%

\*Adjusted EBITDA = operating income + depreciation and amortization expenses + amortization of goodwill (including customer-related assets) + share-based compensation expenses

- In terms of the second quarter cumulative results for the period ending December 31, 2023, while the budget was weighted in favor of the second half from the initial guidance, sales were 19.561bn JPY (+29.6% YoY) and ordinary income was 1.29bn JPY (-16.8% YoY), coming in below the initial company planned profit level by about 200 million yen. Adjusted EBITDA turned positive.
- In Q2, although Buysell's at-home pick up service business was significantly impacted by additional advertising expenses, etc. in order to boost the number of at-home pick up visits, in response to a fall in the number of inquiries due to a variety of external factor, gross profit per visit, including the most recent results, is trending higher than the internal plan. In the purchase at shop business, the number of customers and purchase volume, etc., have remained strong, mainly at Timeless' permanent shops in department stores.
- Measures to strengthen B2C sales in the sales business have been progressing on track, as planned since Q1. Inventory levels increased year-on-year and quarter-on-quarter due to B2C carry inventory and strong purchasing by Timeless.

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## Q1 Sluggish performance in Marketing (re: number of inquiries)

- In order to make up for the slump in inquiries for at-home pick up visits from Q1 due to the impact of external environmental factors, advertising expenditure was increased in Q2, but the number of inquiries in May, usually the busiest season, was weaker than usual, so that even though the number of inquiries in Q2 was roughly at the planned level, it was not enough to make up for the poor numbers in Q1.

2

## Lingering impact on Q3 due to weak inquiries in the first half of the year

- Since there is a time lag between the acquisition of an inquiry and the actual visit (inquiries in the current month ⇒ visits in the following month, etc.), the number of at-home pick up visits scheduled for Q3 onwards, confirmed as of the end of Q2, was lower than planned, and this impact was felt partially in Q3 (it was necessary to recover the shortfall in Q3).

3

## Query recovery plan for Q3 and beyond

- We plan to implement a range of new initiatives, such as reconsidering the planning of customer-attraction media and areas, and securing CPA and inquiry numbers by leveraging performance-guaranteed media.
- In Q3, we will also make changes to the new mascot character in media such as TV commercials, with the aim of increasing the number of inquiries and improving CPA efficiency by improving the customer attraction effect.

4

## Other than Marketing, things are going extremely well

- Gross profit per visit in the at-home visit business is in excess of the internal management accounting plan, and the inventory levels have also exceeded the plan and are trending upwards (B2C sales also trending strongly).
- The purchase at shop business is solid across all companies. In particular, the subsidiary Timeless is progressing ahead of plan in terms of both purchases and sales

From Q3 onwards, we will focus on measures to recover the number of inquiries in the at-home visit business, which was the only issue in the first half. Our aim is to achieve initial profit plan.

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Results for Q2 of FY 2023

# Consolidated Statement of Income for Q2 of FY 2023

- Sales turnover increased to 19,561 million JPY (+29.6% YoY), and ordinary income decreased to 1,291 million JPY (-16.8% YoY). Net sales were strong for Timeless, but profits declined due to the carryover of inventory associated with the non-consolidated strategic enhancement of B2C sales of Buysell, and the impact of increased advertising expenses to try to boost the number of inquiries.
- The gross profit margin was planned to fall due to the impact of the consolidation of Four Nine, but due to the fact that the Q2 gross profit margins for non-consolidated Buysell and Timeless surpassed both our internal plans and the performance in same period last year, consolidated performance as a whole remained at the same level as the previous year, improving in real terms.

consolidated financial results (Unit: Million yen)	FY 2022 Q2	FY 2023 Q2	YoY	YoY(%)
Sales	15,092	19,561	+4,468	+29.6%
Gross profit	8,853	11,449	+2,595	+29.3%
Gross profit margin	58.7%	58.5%	-0.2pt	-
Selling, general and administrative expenses	7,295	10,136	+2,840	+38.9%
(Breakdown) Advertising expenses	2,215	3,058	+843	+38.1%
(Breakdown) Personnel expenses*	2,782	3,724	+941	+33.8%
Operating income	1,558	1,313	-244	-15.7%
Sales to operating income ratio	10.3%	6.7%	-3.6pt	-
Adjusted EBITDA	1,806	1,887	+81	+4.5%
Adjusted EBITDA margin	12.0%	9.7%	-2.3pt	-
Ordinary income	1,552	1,291	-260	-16.8%
Ordinary income ratio	10.3%	6.6%	-3.7pt	-
Net income attributable to owners of the parent	929	635	-293	-31.6%

## Gross profit margin supplemental information

-Four Nine consolidated in Q4, FY22. This is a franchise business model, and it also repurchases at directly managed stores, so the gross profit margin is in the 20% range. The initial plan calls for the consolidated gross profit margin to be lowered, in terms of the mix. (Full-year consolidated gross margin plan: 57.7%)

### Initial plan

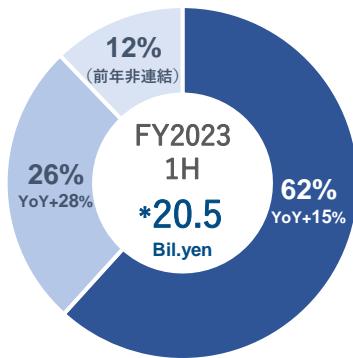
-The gross profit margin of Buysell (non-consolidated) and Timeless was favorable in Q2, due to the success of measures to improve the gross profit per visit for at-home visits. The impact of the decline in gross profit margin due to the consolidation of Four Nine was absorbed, the gross profit margin came in higher than expected.

### Actual results

# Reference) Highlights of Business Performance by Company

## Sales by Company

\*Before deducting intercompany transactions



- BuySell Technologies
- TIMELESS
- Four-Nine

## FY 2023, Q2 Financial Highlights

- Although there are still issues with the number of inquiries and visits in the at-home visit business, measures to strengthen the purchase of B2C products have been successful, and purchases of B2B products have progressed apace while suppressing the impact of soaring market prices. **As a result, the at-home visit gross unit price per visit in internal management accounting has been fairly strong, exceeding the internal plan.**
- With new stores opened in Nara and Hamamatsu in Q2, the at-shop purchase business now has 13 stores. With 4 stores already opened in Q3, and more planned for Q4, we are **on track to meet the target (20 stores) for the full year.**

BuySell Technologies Co., Ltd.

Home pick up  
service

Store business



TIMELESS Co., Ltd

Store business

Auctions

- The number of visitors and the purchase of high-priced products continues to be favorable due to factors such as the **return of shoppers to department stores, which are major shopping locations**, due to the reclassification of Covid-19 as a Category 5 infectious disease.
- Auctions and sales proceeded smoothly, and net sales continued to grow strongly at a rate of **+28% YoY**, exceeding the plan and **driving overall consolidated growth**.



Four-Nine Co., Ltd.

Franchise  
stores

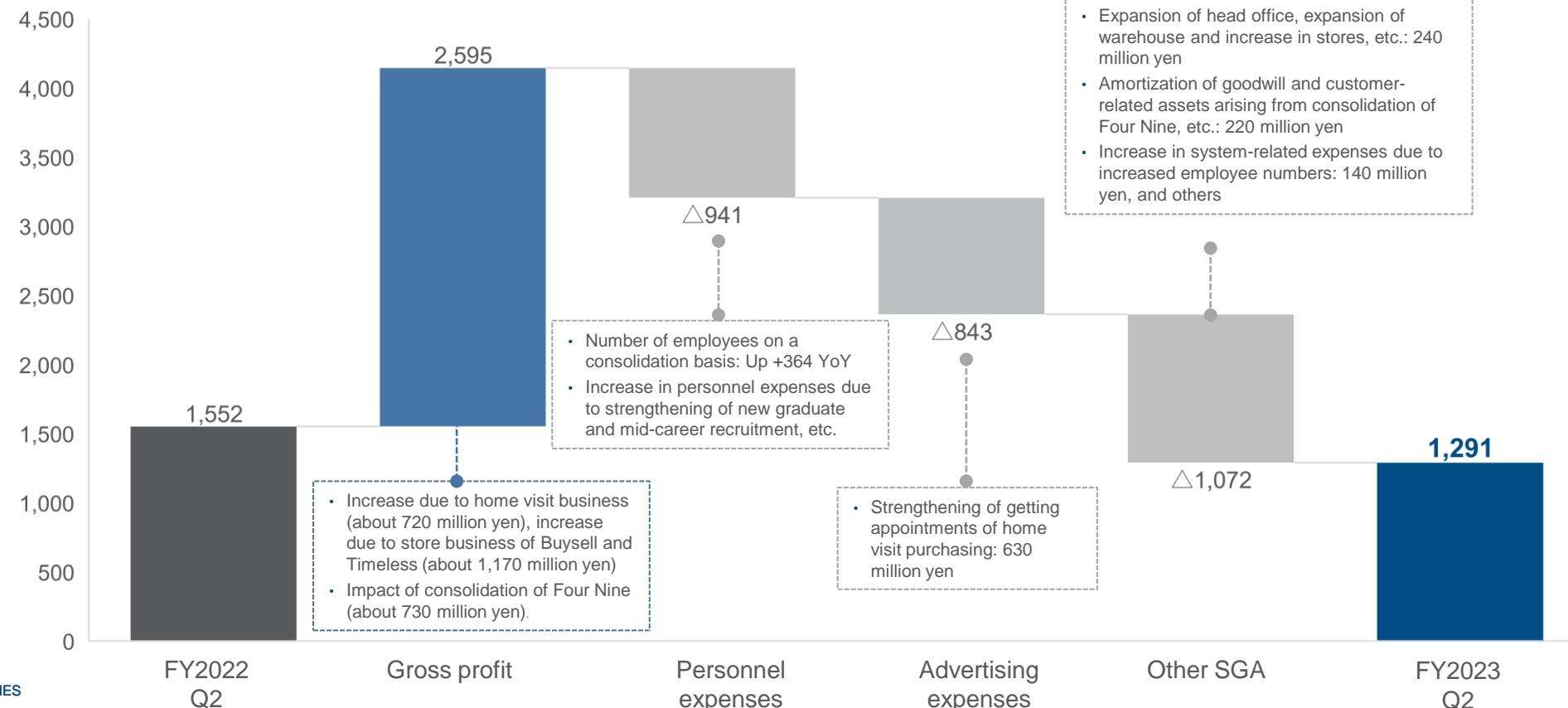
Store business

- New franchise store openings progressed in Q2, but the number of franchise stores remained flat compared to Q1 due to more franchise closures than expected. We will focus on supporting FC stores more than before, and aim to increase the number of stores.
- Q2 profits according to plan** Recorded operating income exceeded the amortization of goodwill and customer-related assets.

# Analysis for Q2 of FY2023 consolidated ordinary income (YoY)

- Gross profit increased as at-home pick up service, sales business and store business achieved a growth. The increase in gross profit also got a contribution from Four Nine, which was unconsolidated for the same period of the previous fiscal year.
- Investments increased year-on-year, such as personnel expenses due to the increase in personnel and strengthening of recruitment, and rents due to expansion of offices and warehouses. Due to additional investment in advertising expenses to strengthen the acquisition of appointments for at-home visits and purchases, ordinary profit came in at 1,291 million JPY.

(Unit: Million yen)



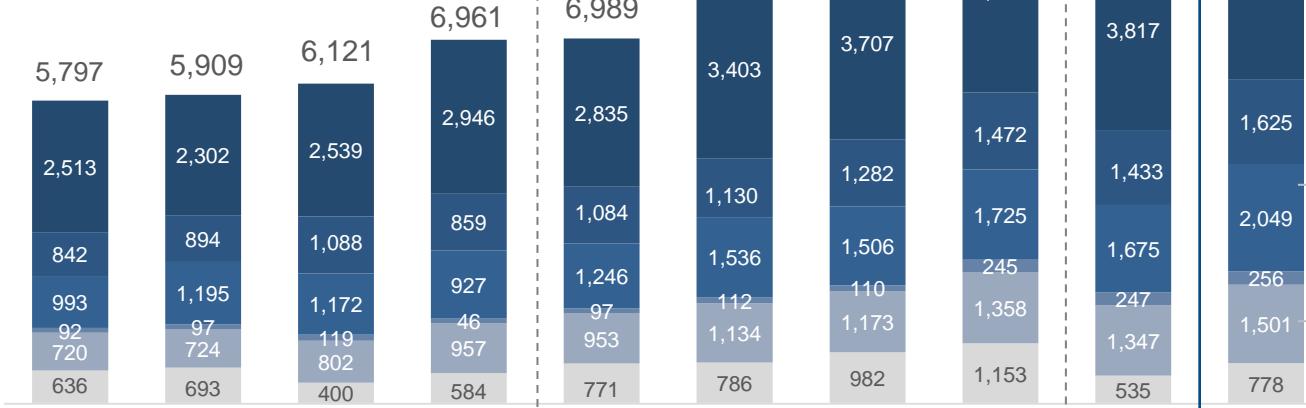
# Quarterly transition

- Due to our business model, which has a profit budget that is biased toward the second half, an increase in the number of new graduates, and additional investment in advertising expenses, operating income in Q2 will increase compared to the previous quarter, but will remain flat compared to the same period in the previous year.
- Profits for Timeless and Four Nine are largely as per expectations. Four Nine continued to post a positive contribution to operating income, even taking into account the amortization of goodwill, etc.

## Quarterly transition

(Unit: Million yen)

- Sales cost
- Advertising expenses
- Personnel expenses (Include Stock compensation expense)
- Amortization expenses : cost amortization + Good Will + Customer related assets
- Other SGA
- Operating profit



Q1  
(Reference)

FY2021,Dec.

→Four-Nine  
Consolidated

## Highlights for Q2 of FY2023

- Sales**
  - Strong performance in Timeless
  - YoY consolidated contribution from Four Nine
- Advertising expenses**
  - Additional investment for recovery from decreased inquiries in Q1
- Personnel expenses**
  - Personnel increases across Group, with new graduate hires in April bringing employee numbers to +364 YoY
- Other SGA**
  - Rent increase due to head office expansion, warehouse expansion, etc.
  - Increase in system-related expenses due to an increase in personnel, etc.

# Q2 of FY2023 Balance Sheet

- In line with the strategic policy of reinforcing B2C sales, Buysell's non-consolidated inventory continued to increase, following on from Q1, and Timeless' continued solid purchasing caused inventory levels to recover, so that our consolidated inventory assets increased on both YoY and QoQ bases.
- The inventory turnover period seems to be shortening, but this is a factor associated with the consolidation of Four Nine with its characteristically short turnover period, and the turnover period for non-consolidated Buysell + Timeless is of the order of 70 days, continuing inventory management in line with our strategic policy.

(Unit: Million yen)			FY2022		FY2023	
			Q4	Q1	Q2	VS Q4 FY2022
Assets	Current assets	Cash and deposits	6,999	5,612	8,232	+1,233
		Inventories (turnover period)	2,794 (66.2 days)	2,519 (64.7 days)	2,854 (62.7 days)	+60 (-3.5 days)
		Other	655	815	790	+135
	Fixed asset	Goodwill	3,757	3,666	3,576	-180
		Customer related assets	1,306	1,237	1,168	-137
		Other	2,132	2,354	2,664	+532
Total assets			17,644	16,207	19,287	+1,642
Liability	Interest-bearing debt		5,050	4,618	6,362	+1,311
	Other		4,355	3,359	4,177	-178
Total liabilities and net assets	Capital (incl. capital surplus)		3,274	3,281	3,388	+113
	Retained earnings		4,875	4,836	5,220	+344
	Other		88	111	139	+51
Total liabilities and Net assets			17,644	16,207	19,287	+1,642

## Major balance sheet changes

### Inventory

- Non-consolidated Buysell's inventory has increased steadily from Q1, in line with the policy of beefing up B2C sales. Timeless' inventory dipped temporarily compared to the end of the previous fiscal year due to the strengthening of sales in Q1, but purchases in Q2 progressed strongly, and inventory levels recovered significantly.
- In Q2, the inventory turnover period for non-consolidated Buysell and Timeless was about 70 days. This figure was 68.6 days in the same period in the previous year, and as the period lengthens, the inventory value increases.

### Goodwill and customer-related assets

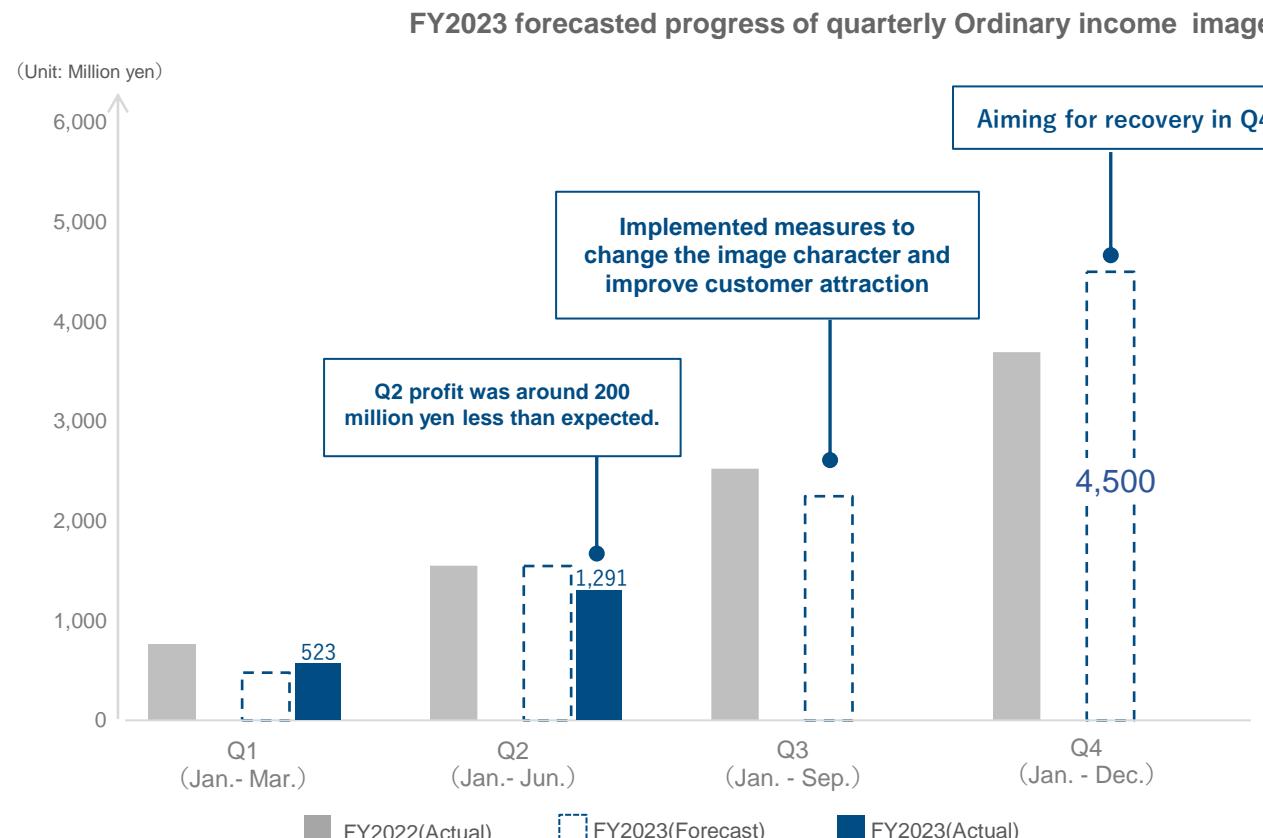
- There was an increase in goodwill and customer-related assets arising from consolidation of Four Nine from Q4 of the previous fiscal year (about 110 million yen quarterly).

### Liability

- Increased due to borrowings of working capital

# Reference) Image Diagram of Progress of Consolidated Ordinary Income in the Earnings Forecast for FY 2023

- Accumulated income for Q2 was a bit lower than expected due to the impact of the dip in the number of inquiries caused by external factors in Q1, and increased advertising expenses in an effort to affect a recovery in the number of inquiries, but the policy of strengthening B2C sales, which is a major policy of this fiscal year, will continue. If the number of inquiries during the busy season from September to October improves as a result of the implementation of the inquiry recovery plan in Q3, sales and profits are expected to increase significantly in Q4. In addition, we will be reviewing costs other than advertising expenses in an aim to achieve the targets of the initial guidance.



- The plan is to increase sales and profits in each quarter, excluding the one-off profit in Q1 of the previous fiscal year
- Costs prioritized in the first half due to an increase in the number of new graduates (+54 YoY) and strengthening of recruitment. Anticipate increased number of visits and profit due to enhanced competitive strength from second half
- In response to market fluctuations from Q3 of the previous fiscal year, we strategically shortened inventory levels through B2B sales, so in FY23 the plan is to re-accelerate the B2C sales strategy in order to improve profit margins
- Due to the policy of strategically extending the inventory turnover period, the profit plan is weighted towards the second half, **emphasizing full-year ordinary income growth (YoY +22.5%)**.

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## Changes in Major KPIs for Q2 of FY 2023

# Changes in KPIs (at-home pick up service- Non cosolidated)

- Although gross profit per visit for the Q2 accounting period grew +8.3% YoY, against the backdrop of continued strategic extension of the inventory turnover period of high-margin B2C products in order to contribute to profits in the second half of the year, the increased advertising expenses per visit struggled to result in enough new inquiries, and gross profit finally came in at + 29.9% YoY, so that while **Q2 variable profit improved significantly QoQ, the result was +1.1% YoY.**
- The aim is to increase the number of inquiries and at-home visits in the second half of the year by raising our profile by adopting a new mascot character and further improving our customer attraction media.

**KPI (at-home pick up service): Number of visits × Variable profit per visit\* (\*gross profit – advertising expenses)**

Changes in KPIs (Comparison between full fiscal year and total periods)	FY2019	FY2020	FY2021	FY2022	FY2023		Full Year Plan Comparison/ Progress Rate
	Full FY	Full FY	Full FY	Full FY	Q2	Full FY Plan	
Number of visits (cases)	180,146	187,871	209,526	243,321	121,294	282,000	43.0%
Variable profit per visit (yen)	32,178	35,526	40,238	45,560	43,987	50,000	-12.0%
- Gross profit margin per visit (yen)	46,687	51,443	57,324	62,161	63,361	66,600	-4.9%
- Advertising expenses per visit (yen)	14,509	15,917	17,086	16,602	19,373	16,600	+16.7%

Changes in KPIs (Comparison of quarter accounting period)	FY2022				FY2023		YoY(%) (vs.Q2)
	Q1	Q2	Q3	Q4	Q1	Q2	
Number of visits (cases)	49,174	60,929	64,859	68,359	57,724	63,570	+ 4.3%
Variable profit per visit (yen)	47,179	46,133	40,830	48,371	40,757	46,644	+ 1.1%
- Gross profit margin per visit (yen)	65,354	61,503	56,907	65,436	59,487	66,603	+8.3%
- Advertising expenses per visit (yen)	18,175	15,370	16,077	17,066	18,729	19,958	+29.9%

# Enhanced promotion using new mascot characters

- Chibi Maruko-chan is adopted as a new mascot character from mid-August
- The character has a high level of national recognition and there is a strong affinity between the products we purchase (kimonos, records, cameras, etc.) and the era of "Chibi Maruko-chan" (1970s). The aim is to attract more customers through proactive promotion.



© S.P / N.A

Posting /  
Flyer in  
newspaper



The new CM can be viewed at the following URL.

<https://youtu.be/sJ2JitNLoUA>  
<https://youtu.be/8fzwzGuGpZI>

- Enhance customer attraction through on-line, off-line cross media marketing

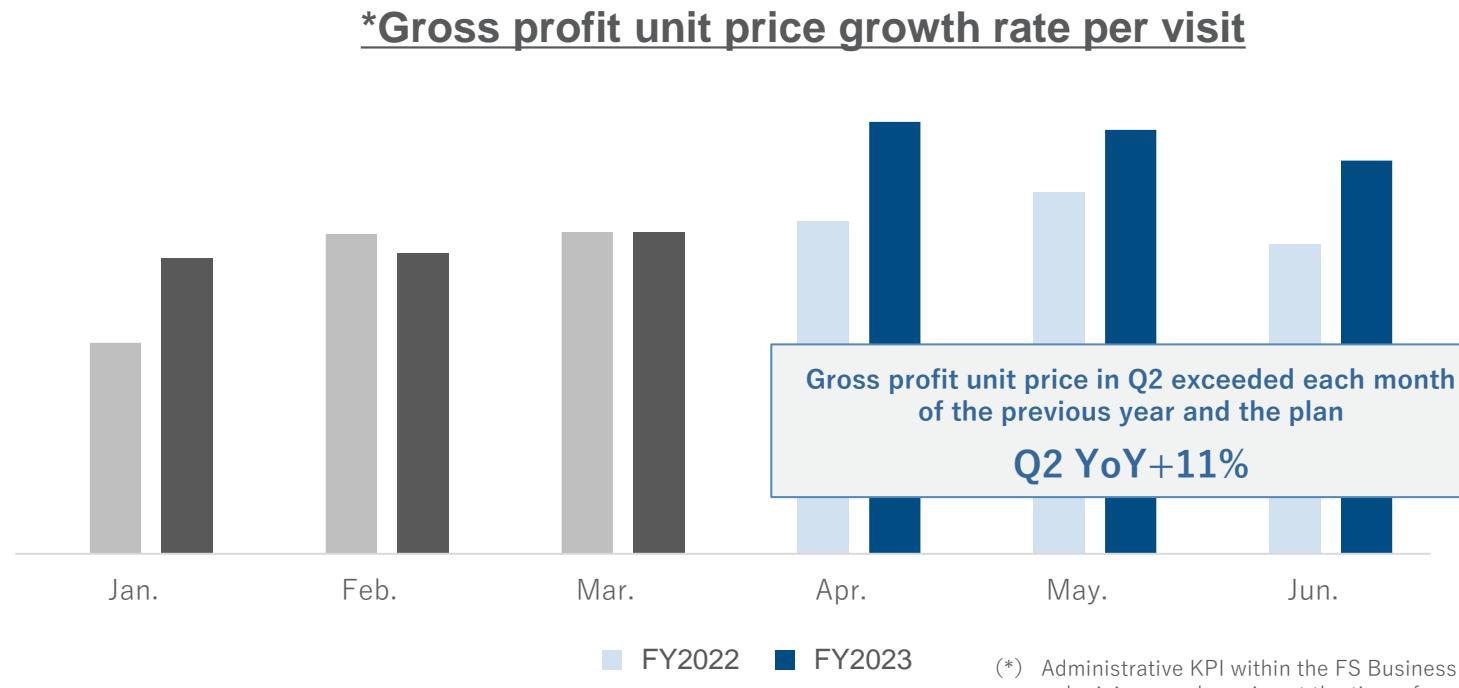


Web

TV-CM

# Reference) The latest gross profit unit price per visit (figure for internal management accounting)

- Since April, the company has continued to strengthen purchase campaign measures for B2C products and measures to grow repeat customers. **Gross profit unit price per visit (based on in-house management accounting figures) in the at-home visit business grew year-on-year and exceeded expectations.**
- The gross profit per business visit unit price in management accounting is the unrealized gross profit calculated as the difference between the assumed sales price (toB price level) at the time of purchase and the purchase amount, **which can further add to gross profit at the time of inventory sales by selling to highly profitable toC sales channels, etc.**

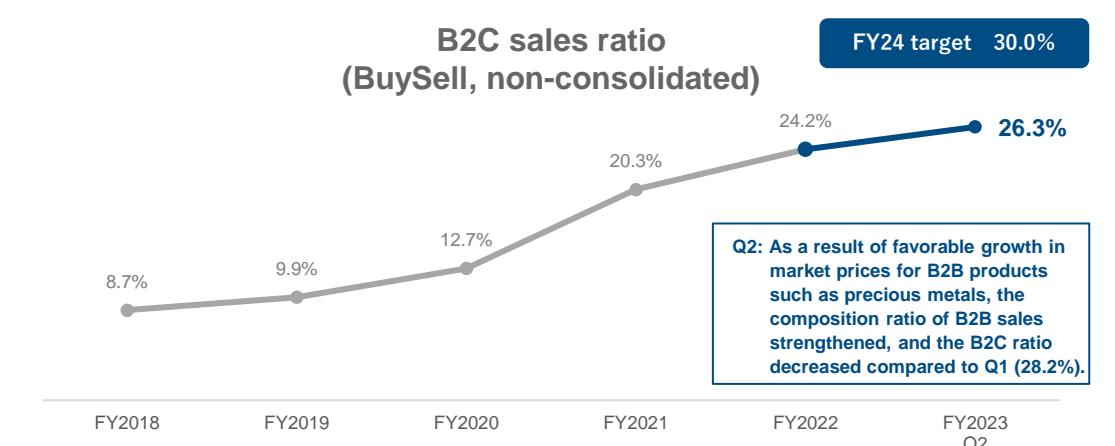
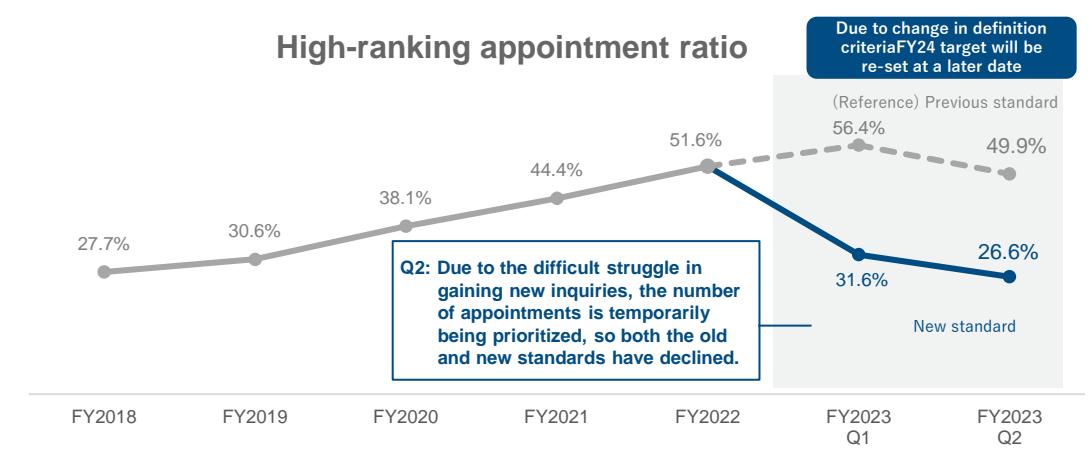
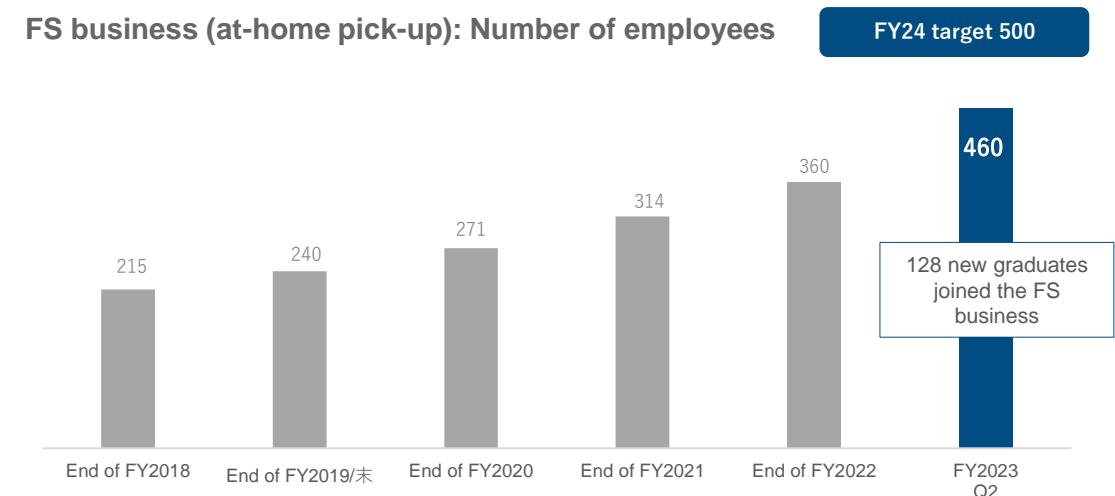
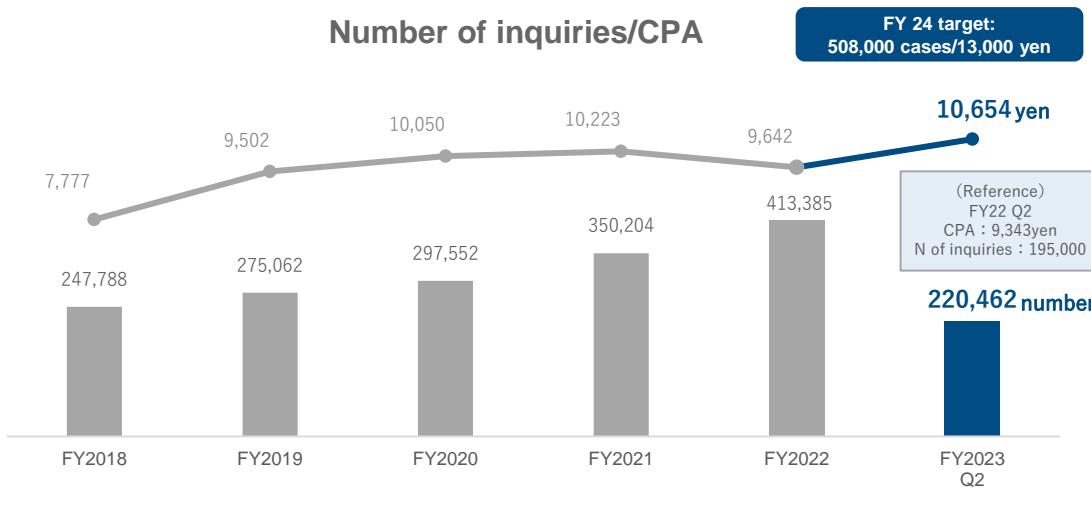


(\*) Administrative KPI within the FS Business Unit, which is the "difference between the assumed minimum sales price at the time of purchase (toB price) and the purchase price (unrealized gross profit)" for each on-site visit.

- KPI that does not take into account the impact of gross profit growth from sales
- Gross profit per unit is not disclosed because it is a KPI for management accounting purposes.

# Reference) Changes in other KPIs (BuySell, non-consolidated) of at-home pick up service

## Other important KPIs



\*1 CPA: Advertising expenses per inquiry (advertising expenses related to home visits ÷ number of inquiries)

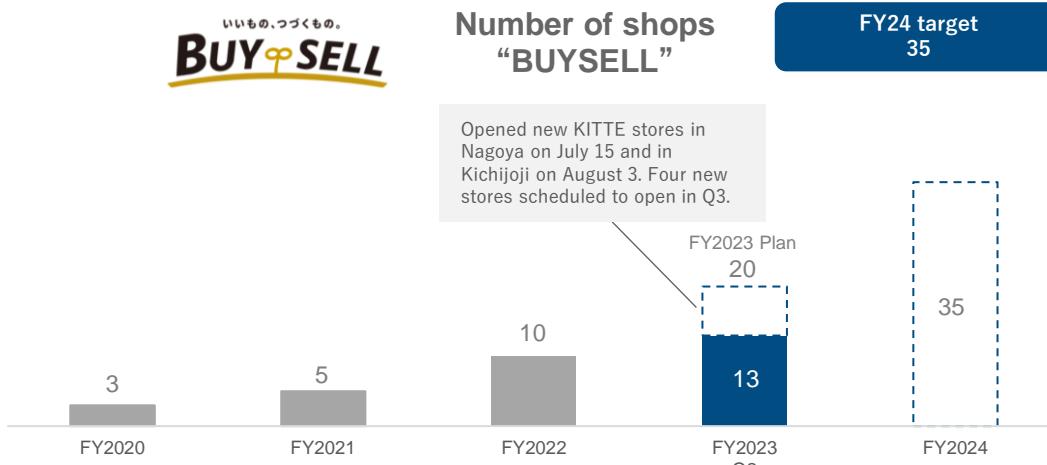
\*2 High rank appointment ratio: Appointments are classified into five ranks, A-E, according to the expected gross profit per visit for internal management accounting.

Percentage of the number of home visits for A-C high-ranking appointments among the relevant ranks (number of ABC rank appointments ÷ number of home visits)

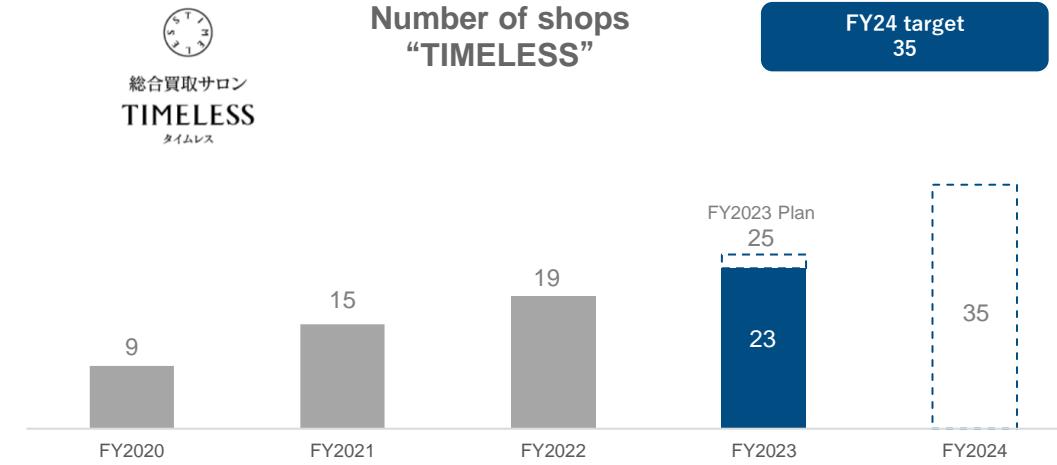
# Reference) Changes in KPIs (Purchasing at shop)



Number of shops  
“BUYSELL”



Number of shops  
“TIMELESS”



Number of shops  
“FOUR-NINE”



04

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(Reference)

## Earnings forecast for FY2023

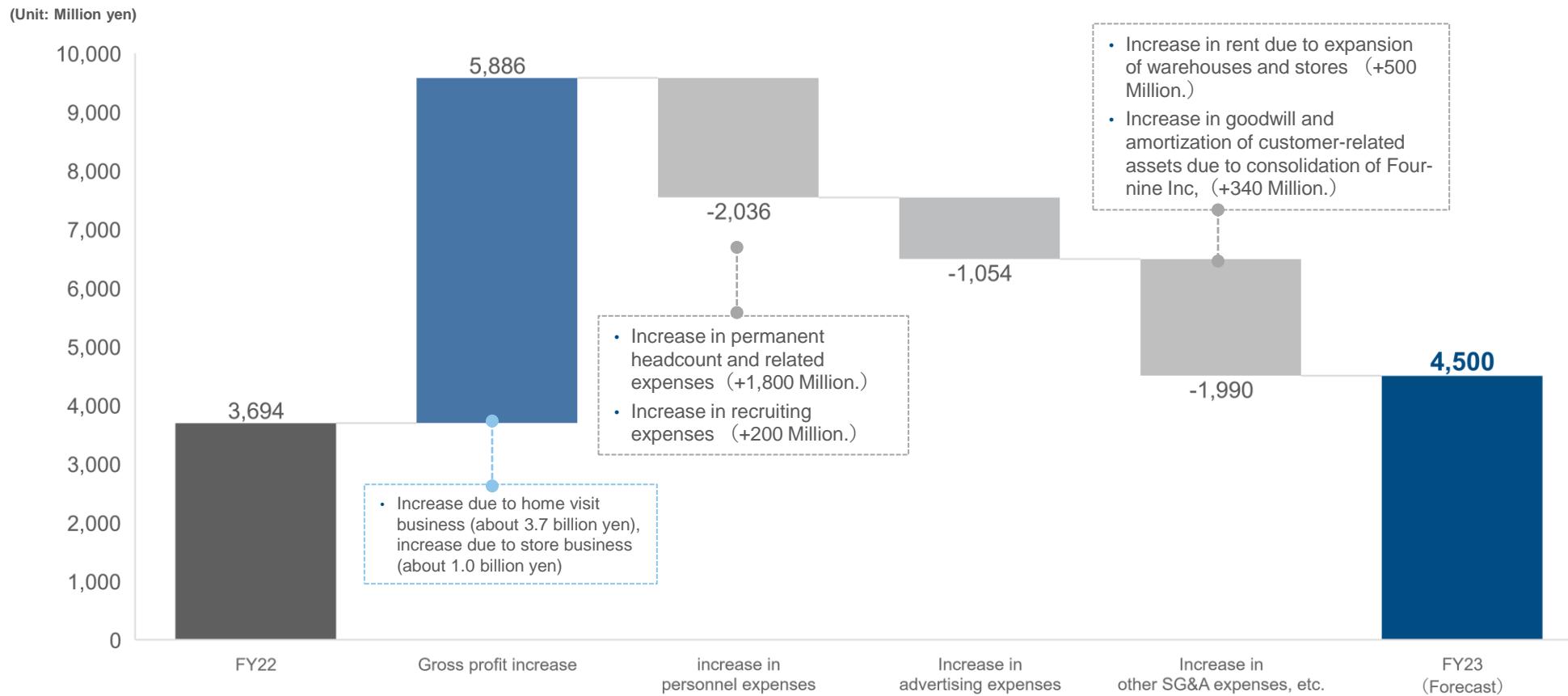
# Earnings and dividend forecasts for FY2023

- For the fiscal year ending December 2023, the company plans **sales of 44.6 billion yen (+32.2% YoY)** and **ordinary income of 4.5 billion yen (+22.5% YoY)**. We will increase probability of achieving the target ordinary income of 6 billion yen in FY24, the final year of the medium-term plan, while continuing to strengthen personnel recruitment and investing in technology for future growth
- Although the operating profit margin is expected to decline due to the full-year consolidation of Four Nine and the impact of the amortization of customer-related assets, etc., the adjusted EBITDA, which excludes the amortization impact, is anticipated to maintain a margin and achieve 5.6 billion yen, YoY + 30.2% growth, maintaining a robust business growth rate.

FY2023 consolidated financial results (Unit: Million yen)	FY2022	FY2023 Forecast	Changes	Changes (%)
Sales	33,724	<b>44,600</b>	+10,876	+32.2%
Gross profit	19,864	<b>25,750</b>	5,886	+29.6%
Gross profit margin	58.9%	57.7%	-1.2pt	—
Selling, general and administrative expenses	16,169	21,200	+5,030	+31.1%
(Breakdown) Advertising expenses	4,970	6,000	+1,030	+20.7%
(Breakdown) Personnel expenses*	6,014	8,100	+2,085	+34.7%
Operating income	3,694	<b>4,550</b>	855	+23.2%
Sales to operating income ratio	11.0%	10.2%	-0.8pt	—
Adjusted EBITDA	4,339	<b>5,650</b>	+1,310	+30.2%
Adjusted EBITDA margin	12.9%	12.7%	-0.2pt	—
Ordinary income	3,672	<b>4,500</b>	827	+22.5%
Ordinary income ratio	10.9%	10.1%	-0.8pt	—
Net income attributable to owners of the parent	2,268	<b>2,800</b>	+531	+23.4%
Dividend forecast				
Annual dividend (year-end)	20.0 yen	<b>25.0 yen</b>	+ 5.0 yen	

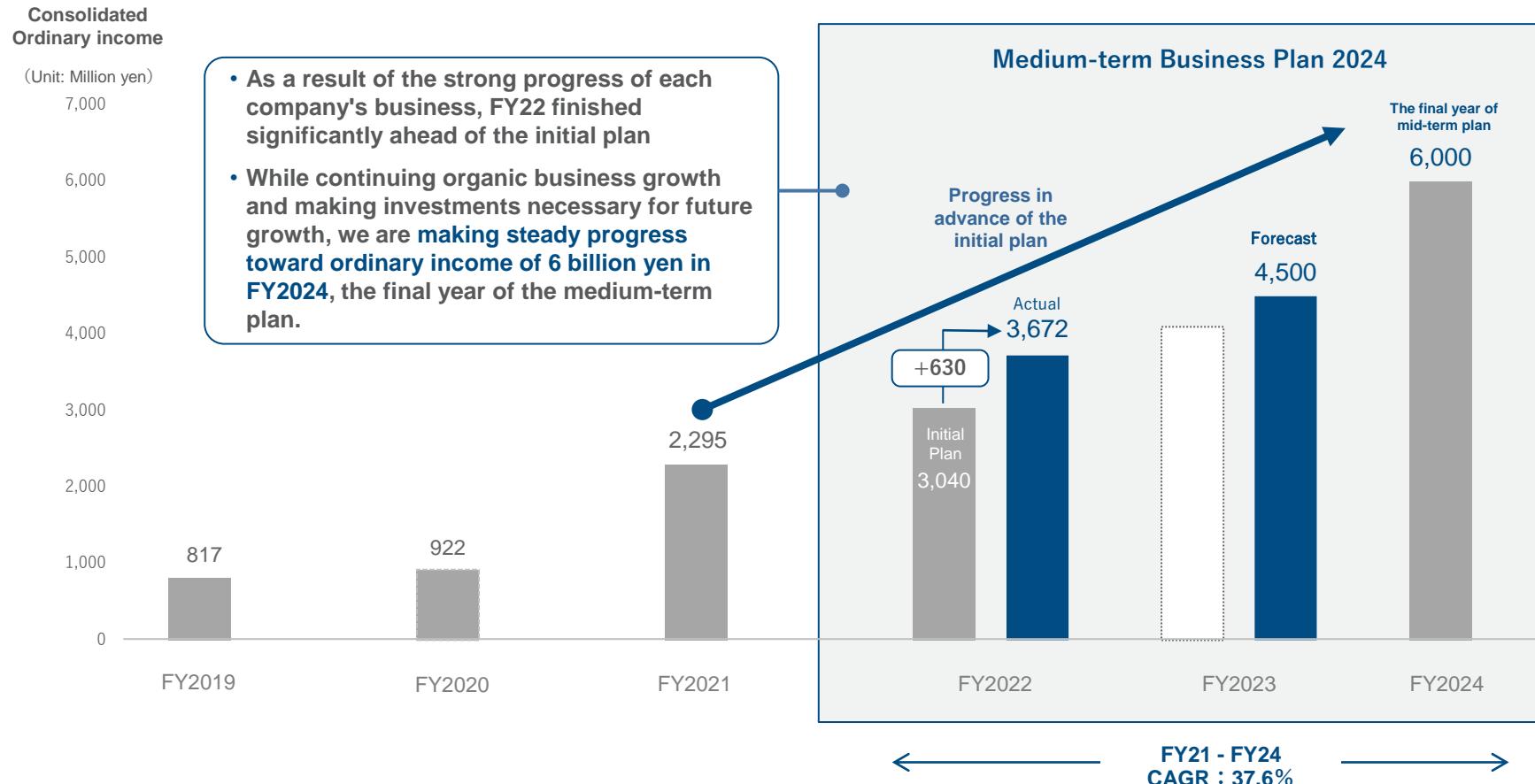
# Analysis of consolidated ordinary income in FY2023 earnings forecast

- Steady growth in gross profit is planned for FY23 due to higher number of visits and variable profit per visit, as well as expansion of BuySell ,Timeless and Fournine stores. Ordinary income is forecasted to increase 22.5% YoY to 4,500 million, absorbing the increase in expenses.



# Reference) Progress against Medium-term Business Plan 2024 financial guidance

- FY2022, the first year of the mid-term business plan, significantly exceeded the initial plan. FY2023 is also expected to exceed the mid-term internal forecast (figures not disclosed)
- Plan to create an advantage in the first half of the mid-term plan and increase the probability of achieving the ordinary income target of **6 billion yen for FY2024, the final year of the mid-term plan, while continuing to invest in growth**



# Reference) Image diagram of Four Nine's contribution to consolidated performance

- While stable earnings can be expected with a stock business model based on franchise fees (proportionately distributed over the contract period) and monthly franchise fees when signing up for a franchise, it is anticipated that there will be a contribution to medium- to long-term performance in terms of booking earnings over the contract period as the number of affiliated stores grows.
- In the FY2023 plan, Four Nine **plans to increase sales and profits**, and even after taking into account the impact of the amortization of goodwill and customer-related assets, the company plans, on a non-consolidated basis, **to post profits that are at least comparable to amortization**. The end of the amortization of customer-related assets is expected to contribute significantly to consolidated results over the mid to long term.

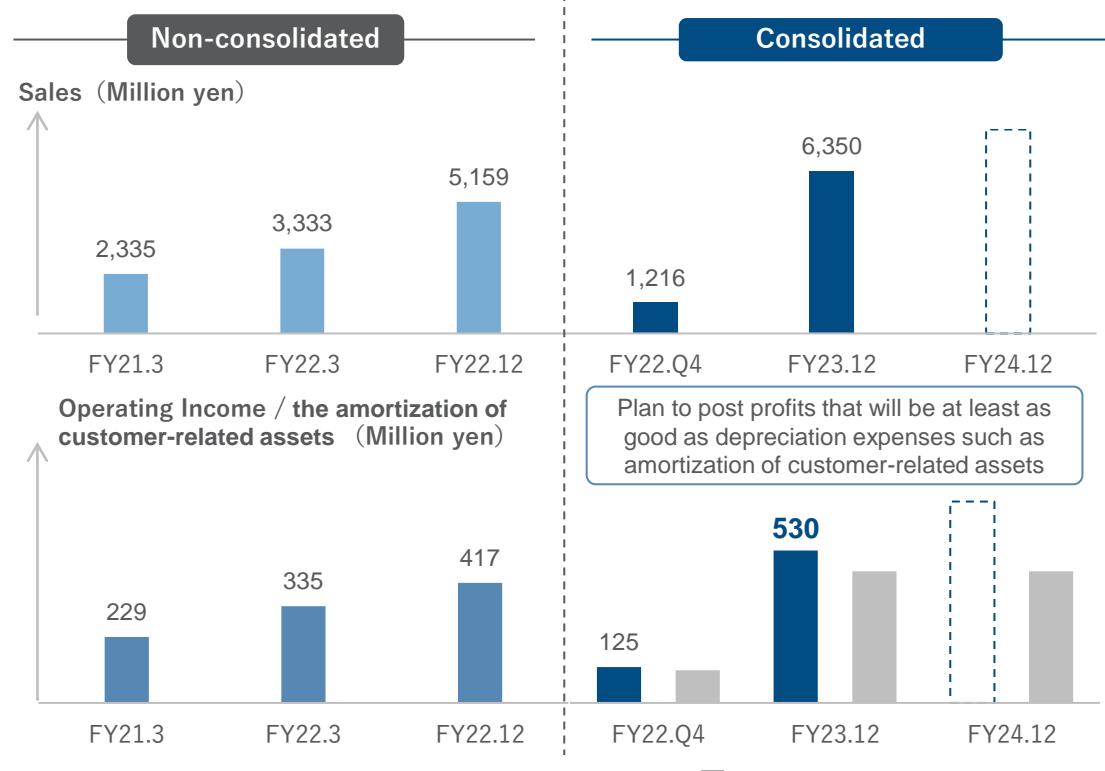
## Overview of Four-Nine, Inc.

- Operates franchise-centric Reuse Shop "WAKABA"
  - Franchise shop: 199 shops
  - Directly managed shop: 17 shops
- Acquired July 2022 (included into the scope of consolidation from Q4 of period ending December 2022)
- Stable earnings can be expected with a stock business model based on franchise fees (proportionately distributed over the contract period) and monthly franchise fees when signing up for a franchise

## Reuse Shop WAKABA , Number of Shops

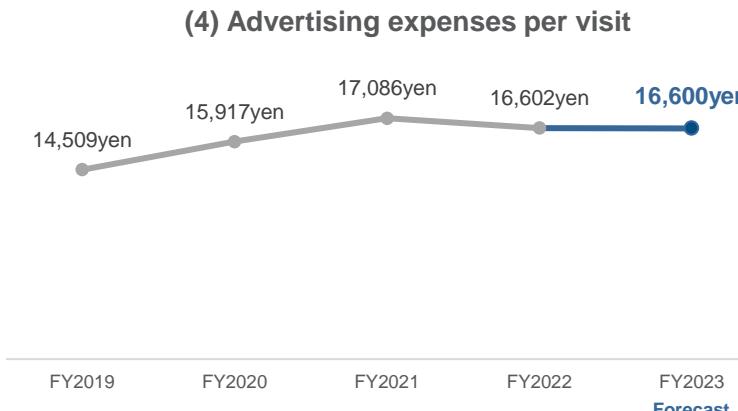
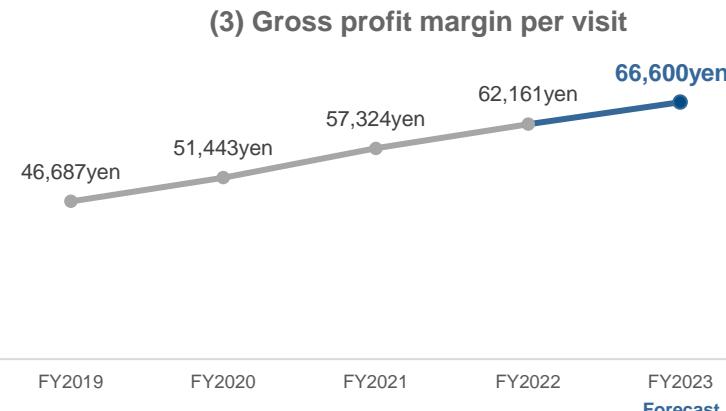
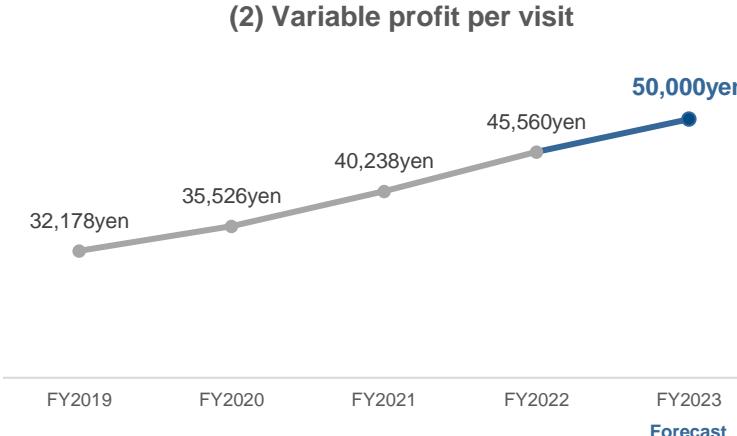
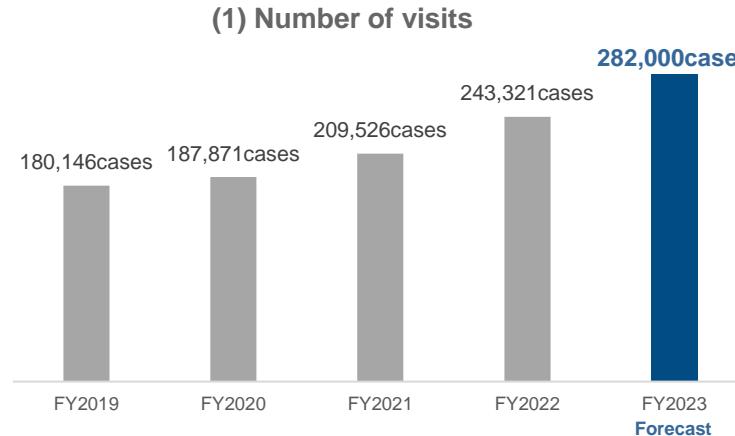


## Financial Results of Four-Nine, Inc.



# Reference) FY2023 KPI forecast for at-home pick up service

KPI (at-home pick up service): (1) Number of visits × (2) Variable profit per visit\* (\*3) gross profit – (4) advertising expenses)



05

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## Investment Highlights

## 1 Growth potential through a unique business model that captures the needs of senior customers

- Purchasing from B2C, which can realize high gross profit rate, is a source of competitive advantage  
A business structure that enables both improved profit margins and reduced inventory risk by optimizing sales channels for purchased merchandise
- Forming a unique positioning that captures the decluttering needs of senior citizens, whose population will increase in the future, through home visit purchasing
- Growth potential of the latent reuse market “hidden assets” and ample room for the Company's expansion

## 2 Data-driven management that supports strong organic growth and future growth strategies

- Significantly improved the number of at-home pickups and variable profit per visit, which are key KPIs, through data-driven management, which is one of our strengths.
- The plan is to aim for further due to the progress of investment in the technology field, strengthening purchasing such as by area expansion, and strengthening B2C sales that contribute to improving profit margins.

## 3 M&A strategy to achieve dynamic growth

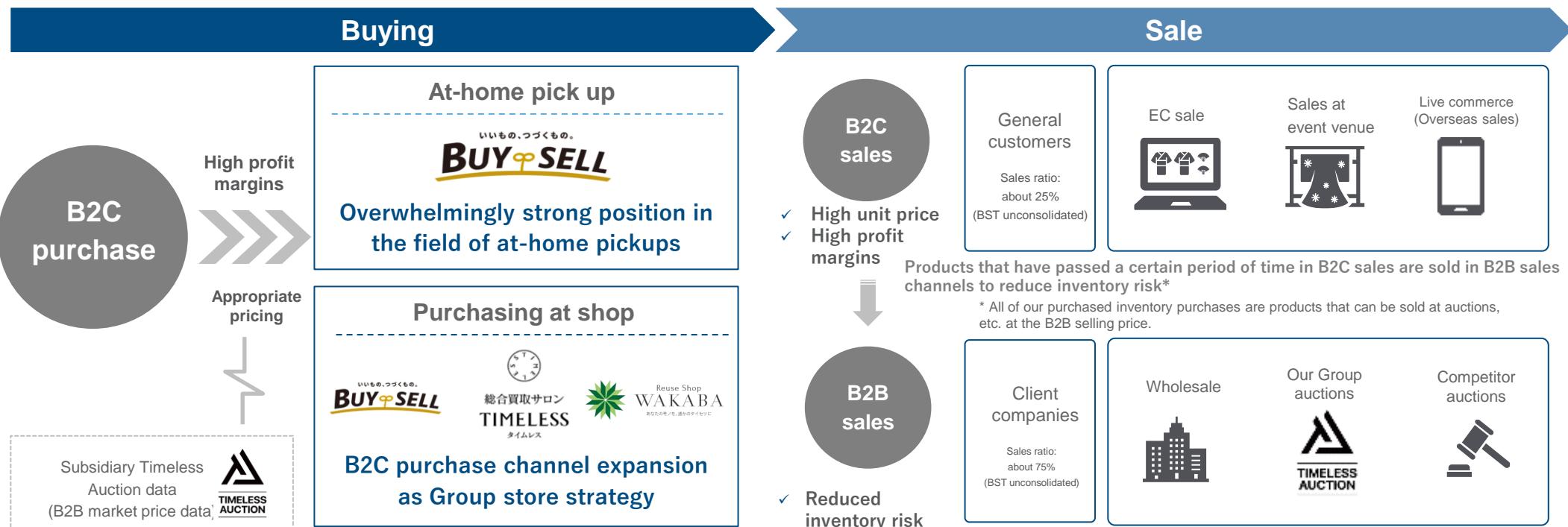
- An M&A strategy that emphasizes PMI synergies centered on clear M&A target areas and data-driven management, and its results

# Investment Highlights

- 1 **Growth potential through a unique business model that captures the needs of senior customers**
- 2 Data-driven management that supports strong organic growth and future growth strategies
- 3 M&A strategy to achieve dynamic growth

# A business structure that creates a source of competitive advantage

- The source of the Company's competitive advantage is our purchasing power from B2C, which enables us to achieve a high gross profit rate through a differentiated business model centered on at-home pickups and purchases.
- Appropriate pricing appraisal based on subsidiary auction data (B2B market price data) reduces inventory risk of purchased products.
- Achieving both improved profit margins and reduced inventory risk by optimizing the B2B sales channels, which are always available for sale, and the highly profitable B2C sales channels.

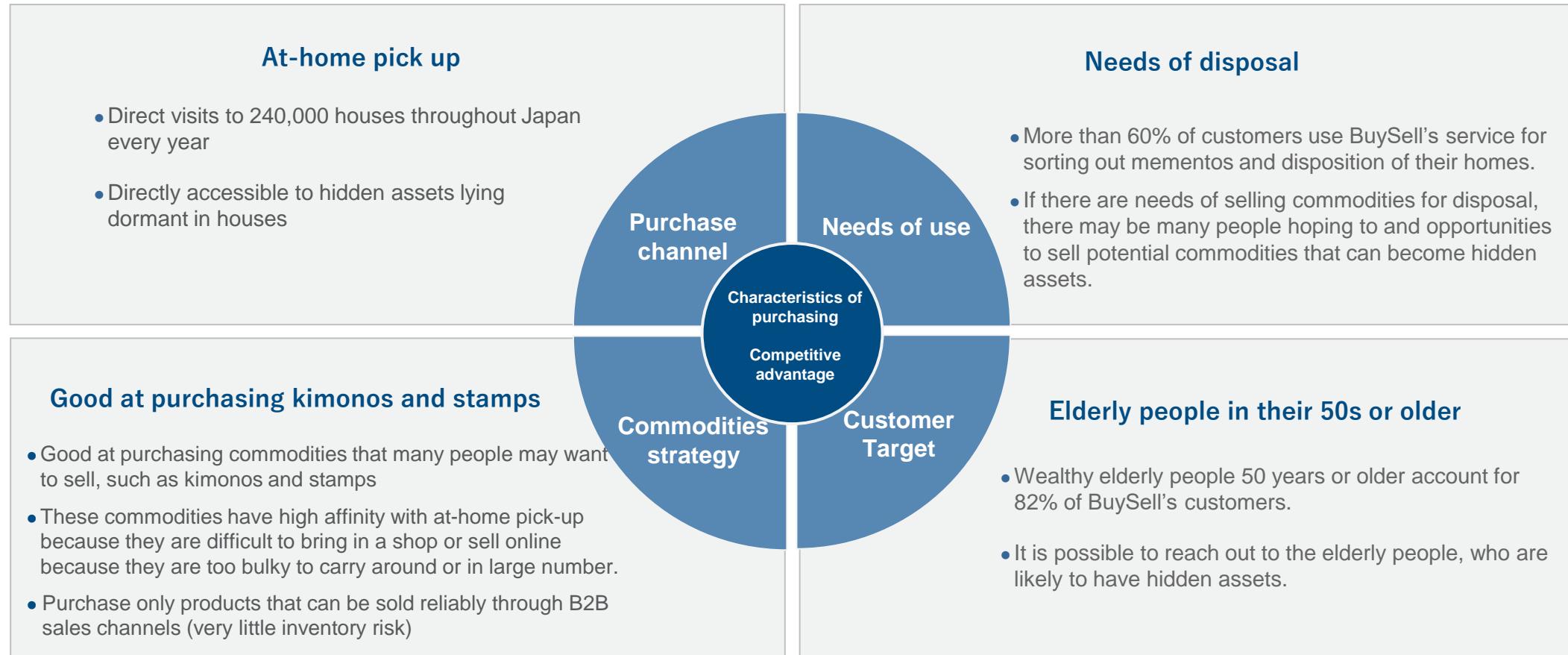


Purchasing from "B2C" that can realize high gross profit rates is the source of competitiveness

A sales channel that achieves both improved profit margins and reduced inventory risk

# Four characteristics that support purchasing, which is the source of our competitive advantage

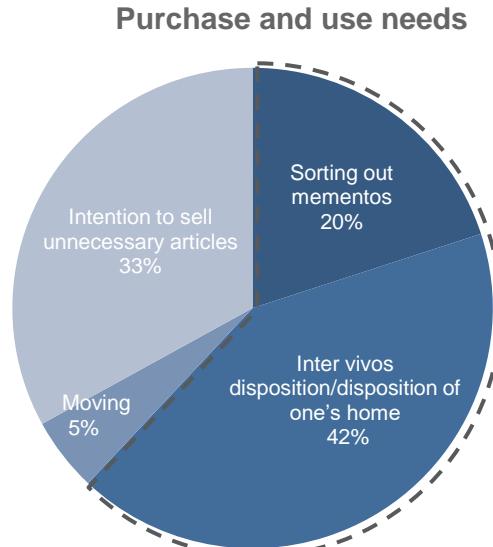
- Forming differentiated positioning that captures the disposal needs of seniors, with our strengths in purchasing kimonos and stamps for which there is a high demand for disposal, as well as at-home pickups.
- Realize direct access to “hidden assets\*,” which is the latent reuse market, by visiting homes for at-home pickup.



\*Hidden assets: Prices of unwanted articles at home that have not been used for one year or longer

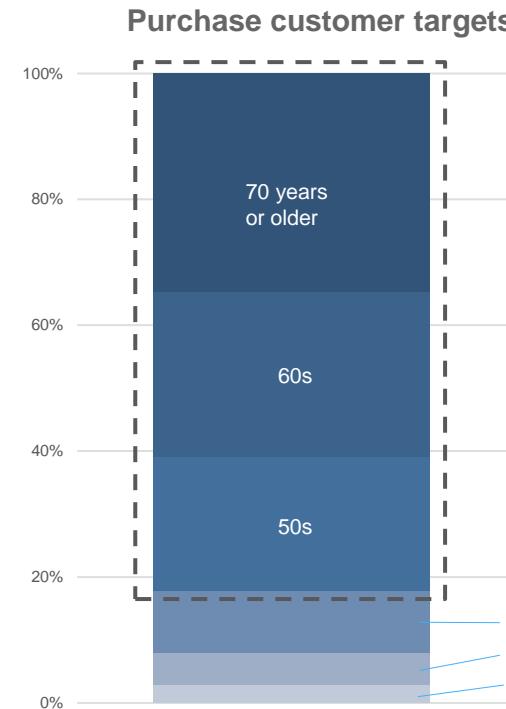
# Reference) Use needs and product characteristics of at-home pickups targeted at seniors

- About 60% or more of the customer needs of the Company are for services for the disposal of belongings of deceased relatives, selling off their own belongings or decluttering their homes
- By accurately understanding the needs of seniors to declutter their belongings, we identified that more than 82% of purchase customers are senior wealthy people in their 50s or older .
- Kimono have high affinity with at-home pick-up because there is a strong demand for disposal of them and they are difficult to bring in to a shop or sell online because they are too bulky to carry around or in large numbers.



- More than **60%** of customers use BuySell's service for sorting out mementos, inter vivos disposition, and disposition of their homes.

Source: Compiled by BuySell based on the results of an interview on the reason for using BuySell's service that was conducted from January to December 2021



- Wealthy elderly people 50 years or older account for **82%** of BuySell's customers.

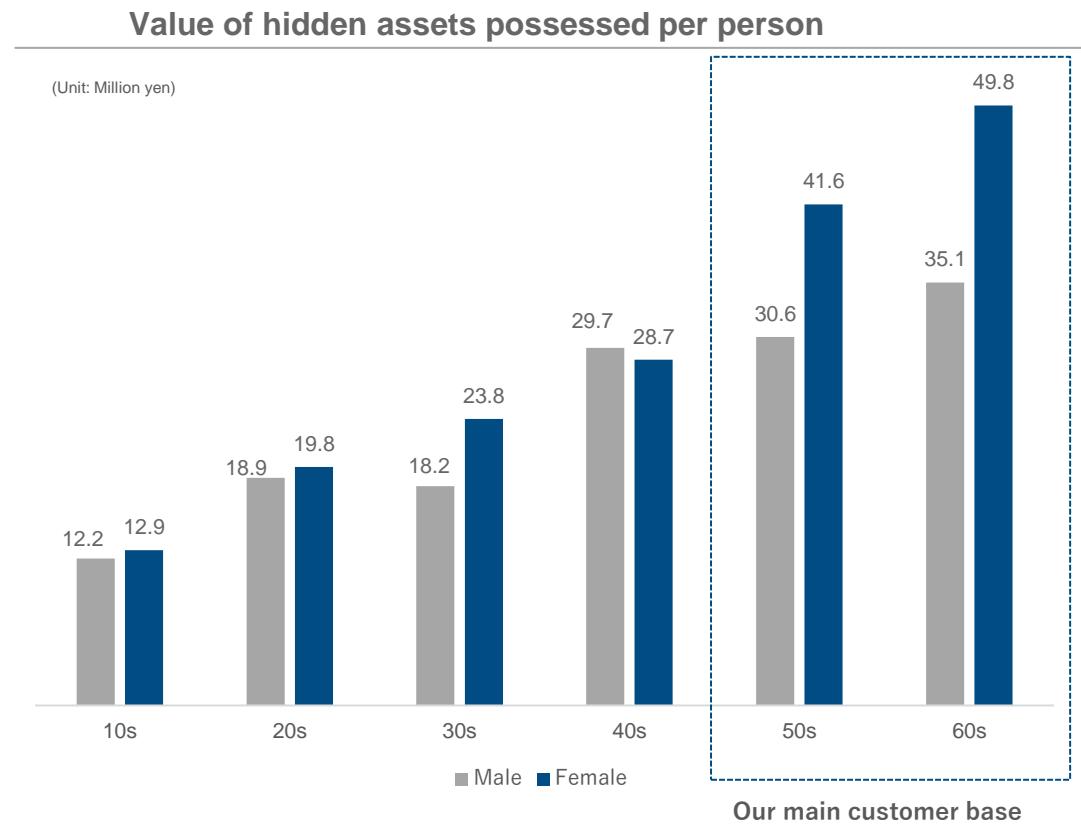
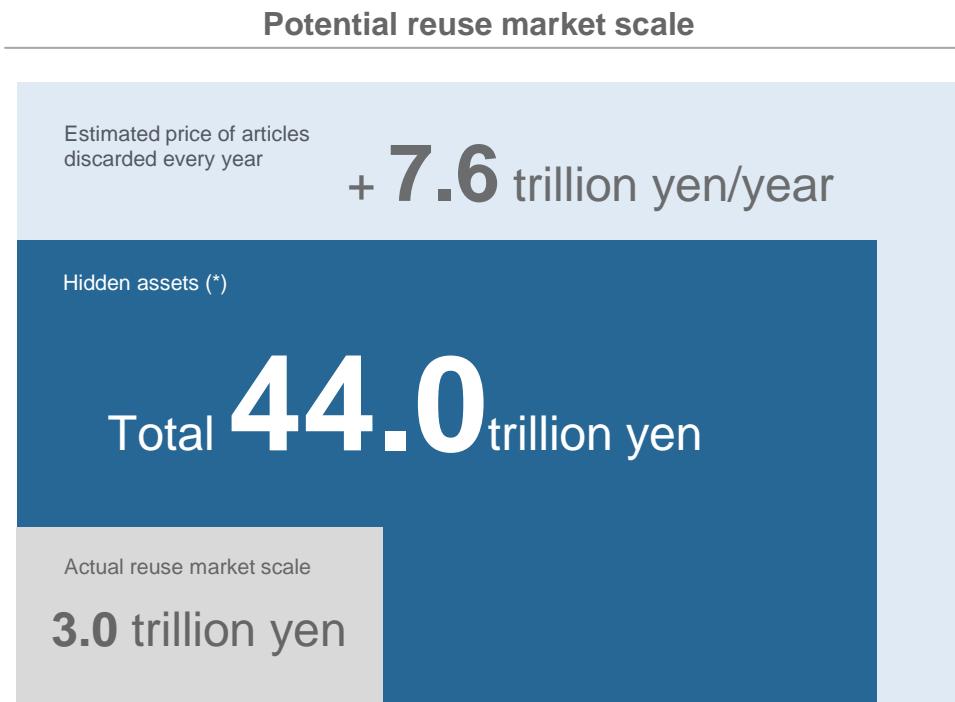
Source: Compiled by BuySell based on customer data collected in December 2021



- Purchasing mainly luxury products with low inventory risk (no risk of being left unsold)

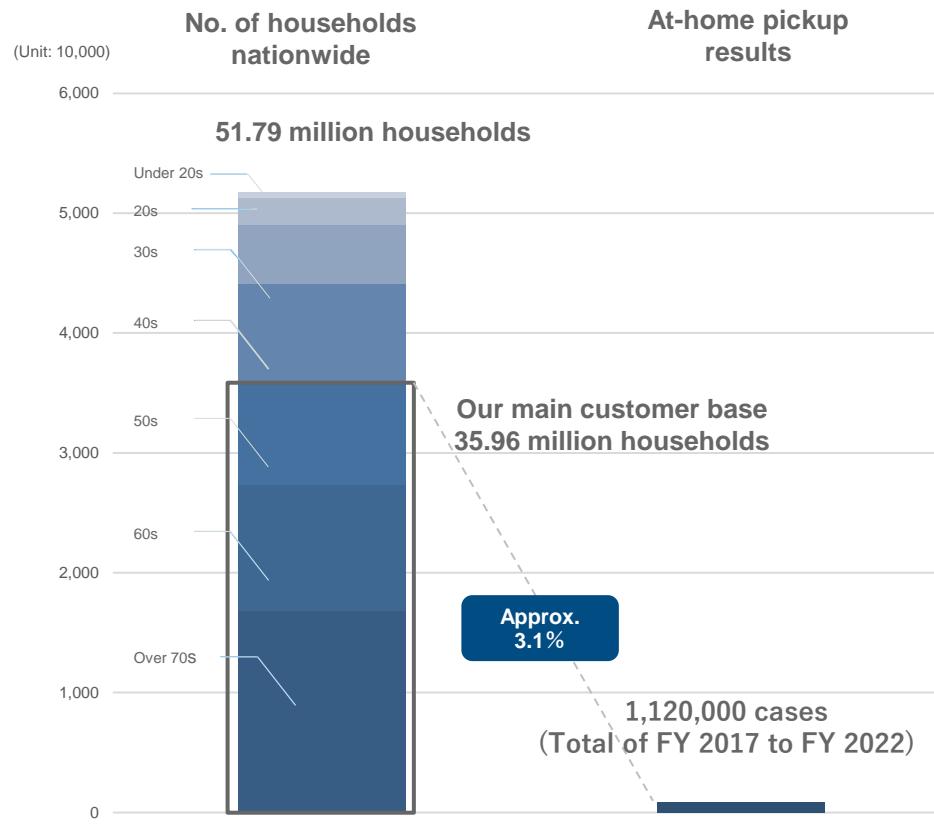
# Growth potential of “hidden assets” to be unearthed

- The total amount of “hidden assets” (the estimated value of unused items in the home that have not been used for more than a year), which indicates the size of the latent reuse market in Japan, is estimated to be approximately 44 trillion JPY, and the potential for latent reuse market growth is huge.
- The company's strength is in at-home pickups which unearth “hidden assets” (precious metals, brand goods, watches, etc.), mainly from wealthy seniors in their 50s and above, and realize the expansion of purchases.



# Performance of at-home pickups and potential for future expansion

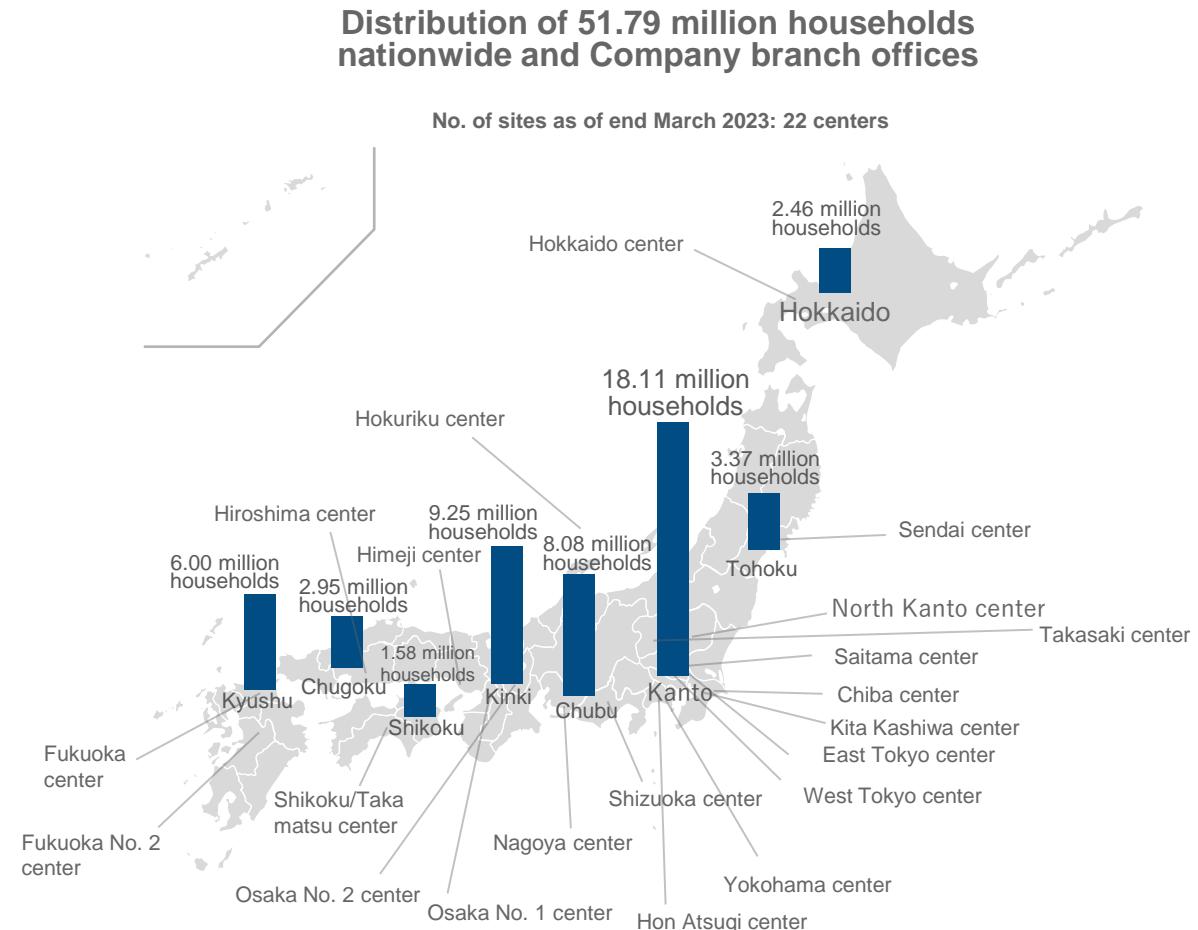
- Of the total 870,000 at-home pickups, the number of senior households in their 50s and over, which is our main target, is 35.96 million, and there is considerable room for expansion.
- In addition to strengthening our foundation in the Tokyo - Nagoya - Osaka area, there is room for deployment of bases and personnel in key regional areas



Source: Prepared in-house, based on the Ministry of Health, Labor and Welfare's "2019 Basic Survey of Living Conditions"

Ref: At-home pickup figures (1,000 visits)

FY 2017: approx. 138, FY 2018: approx. 158, FY 2019: approx. 180, FY 2020: approx. 188, FY 2021: approx. 210, FY 2022: approx. 243



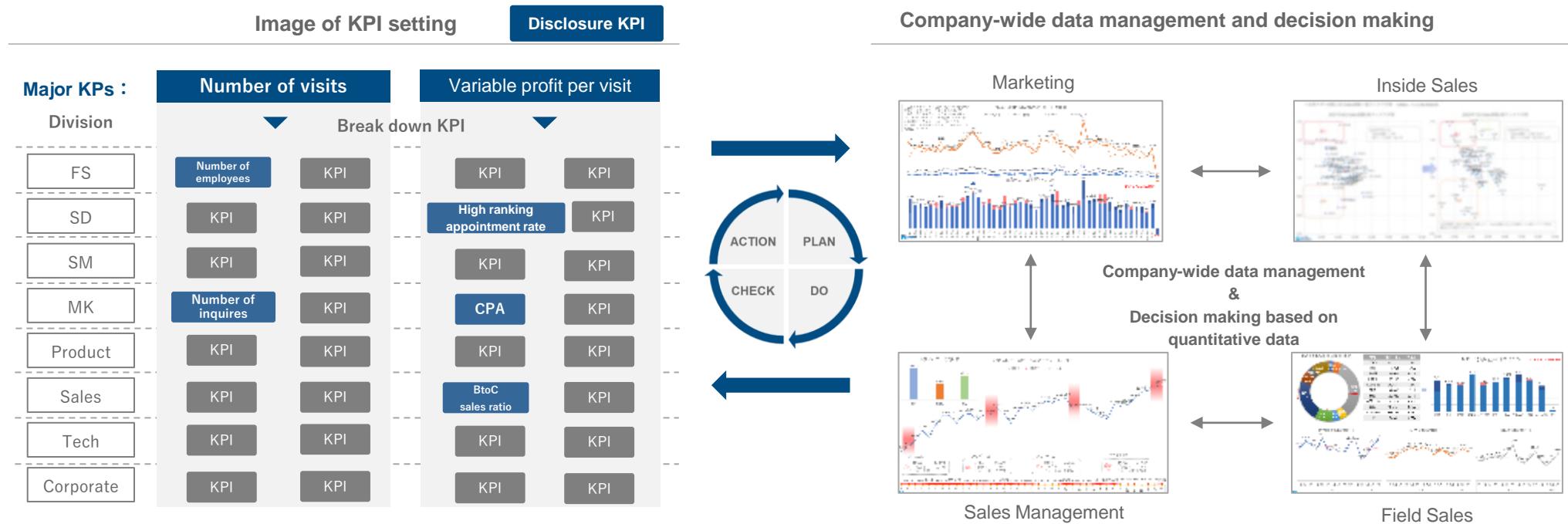
# Investment Highlights

- 1 Growth potential through a unique business model that captures the needs of senior customers
- 2 Data-driven management that supports strong organic growth and future growth strategies
- 3 M&A strategy to achieve dynamic growth

# Data-driven management that supports high growth

- Determine optimal whole-company strategy based on **setting clear KPIs** and **company-wide quantitative data**
- Aiming to realize highly reproducible business growth leveraging the strength of **data-driven management** that enables high-speed execution of PDCA cycle.

## < Data-driven management that supports high growth >

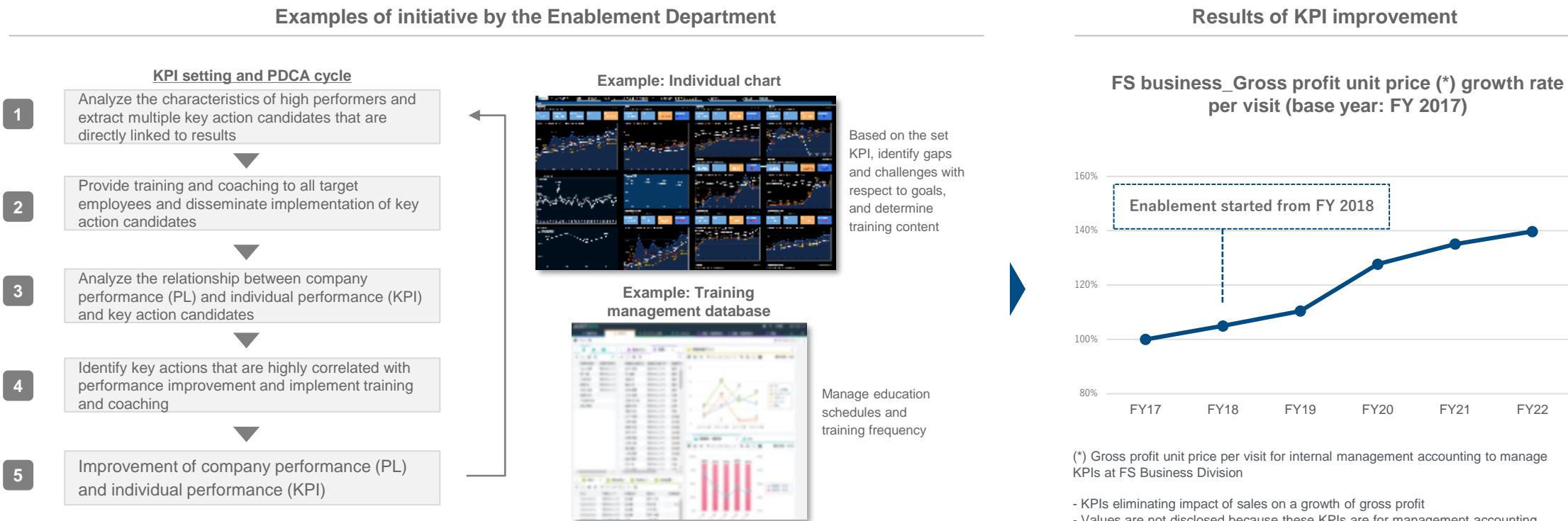


\*Major KPI (at-home pick up service): (1) Number of visits × (2) Variable profit per visit\* (\*3) gross profit – (4) advertising expenses)

# Data-driven management case study Sales enablement

- The Enablement department, which is an education and training specialist unit, conducted education and training based on **setting KPI as indicators for individual key actions** that are directly linked to the improvement of a major KPI, the variable profit on at-home pickups (gross profit on sales), resulting in **significant performance improvement of the sales organization**.

## <Data-driven management case study: Improving the performance of the sales organization>



By applying the same data-driven management in all departments, the aim is to improve a wide range of KPIs, and achieve improved performance.

## (1) Strengthen investment in technology areas

- Accelerate business growth by deepening data-driven management through the development of a data infrastructure and improving productivity through the use of technology

### Strengthen investment in technology areas



#### Expansion of Technology Organization

- Formulate mid- to long-term technical strategies
- Priority investment in technology organization to strengthen engineering recruitment, human resource development system, and recruitment branding

### Promotion of IT and DX



#### Accelerate data-driven management

- Accelerate further data-driven management by deepening data on purchases, sales, customer data, etc., in conjunction with the development of a company-wide data infrastructure



#### Research and development using AI technology and data

- Launch of BuySell Research
- Strengthen R&D on the theme of reuse x AI
  - ✓ Product Price Forecasting
  - ✓ Auction Start Price Forecast
  - ✓ Chatbot
  - ✓ Product and model number determination
  - ✓ authenticity check
  - ✓ Automatic calculation of assessed value
  - ✓ Visit Route Optimization
  - ✓ Inventory Allocation Optimization



#### Improving Productivity through Technology

- Launch of the reuse platform "COSMOS"
- Improvement of number of appraisals per person and gross profit per unit by shortening appraisal time
- Increase in sales and reduction of display costs through streamlining of sales flow

**Become a Reuse Tech Company by promoting the fusion of real (people and products) x technology (IT and DX)**

# Expansion and growth of technology organizations

- Development and operation of engineer recruitment system progressing, steadily expanding toward construction of technology organization
- Received “Findy Team+ Award 2022” as a “company with high productivity index of engineering organizations”



**Director & CTO Masayuki Imamura**

Joined Yahoo in 2006, engaged in various new business development projects  
Subsequently founded VASILY and assumed the post of CTO.  
Appointed CTO of ZOZO Technologies after selling VASILY to ZOZO  
Widely active in product development, organizational management, etc.  
April 2021, appointed CTO of BuySell Technologies  
Director, Japan CTO Association

**General Manager, Technology Strategy Division Takeshi Matsue**

Joined Gree in 2012. Worked as a high-traffic game development engineer and later served as a producer on multiple titles. Promoted the business as General Manager of the game production department of the subsidiary funplex  
Joined BuySell Technologies in 2019.  
Responsible for product development and development group management

## Expansion of organizational scale



Reinforcement of organization by recruiting engineering managers and tech lead-level talent from other major IT companies



## Achieving growth in technology organizations through the dual focus of "Quantity × Quality Enhanced productivity



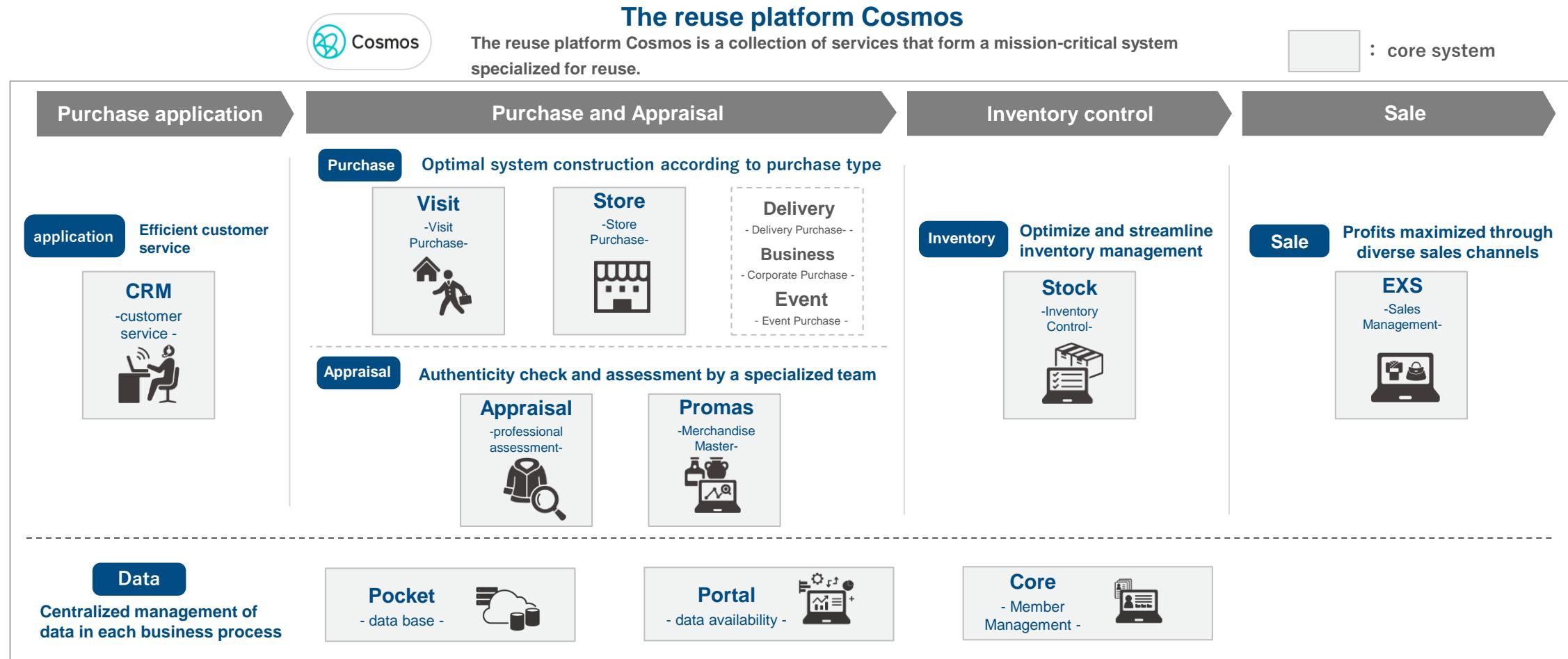
Received “Findy Team+ Award 2022” as “a company with a high productivity index for engineering organizations”



# Improving productivity by leveraging technology

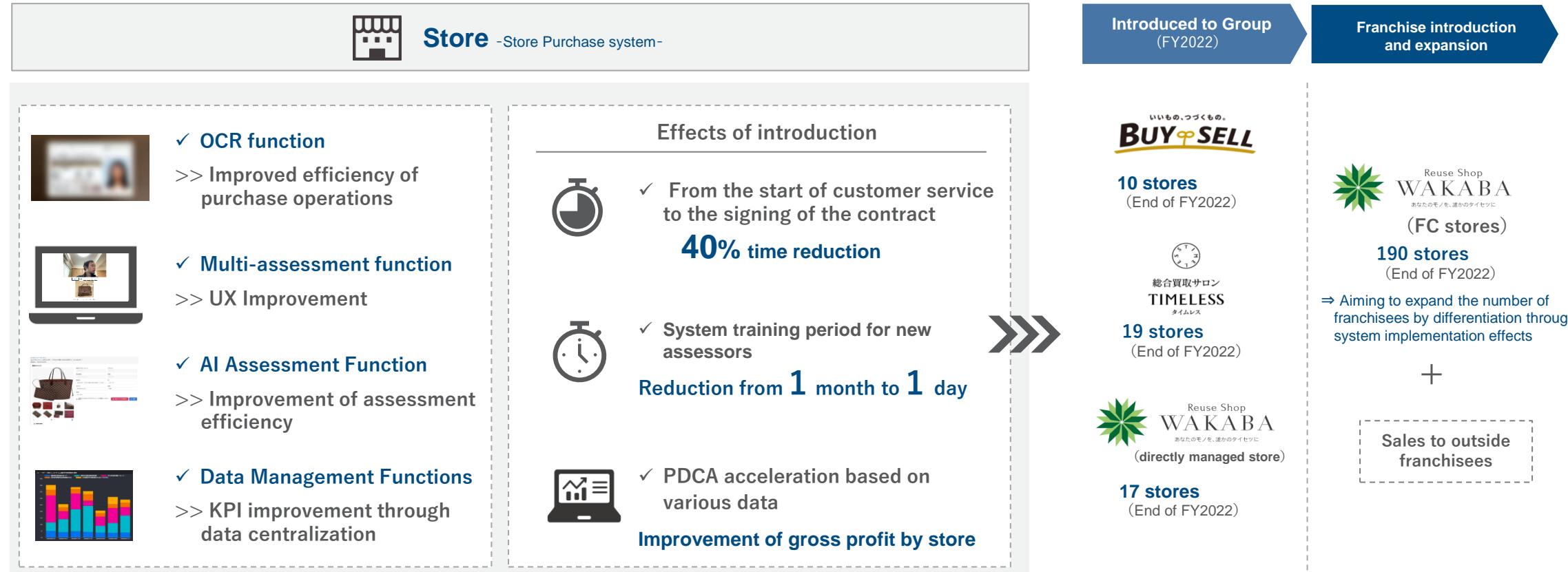
## Development of Cosmos

- Aiming to improve key KPIs by improving operational efficiency and deepening data-driven management across the entire BuySell Group through the introduction of Cosmos, an in-house developed platform that comprehensively provides everything related to the reuse business, from purchasing to sales, customer management, inventory management, sales management, and data analysis.



# Improving productivity by leveraging technology Effects of Cosmos (Store)

- Launch of "Store," a dedicated store purchase system, significantly improved productivity, including each KPI
- Aiming to increase the number of franchisees while differentiating itself from competitors in the reuse franchise business by introducing the system to all BuySell Group stores to increase store gross profit margins and providing the benefits of system introduction to Four-Nine's franchisees.

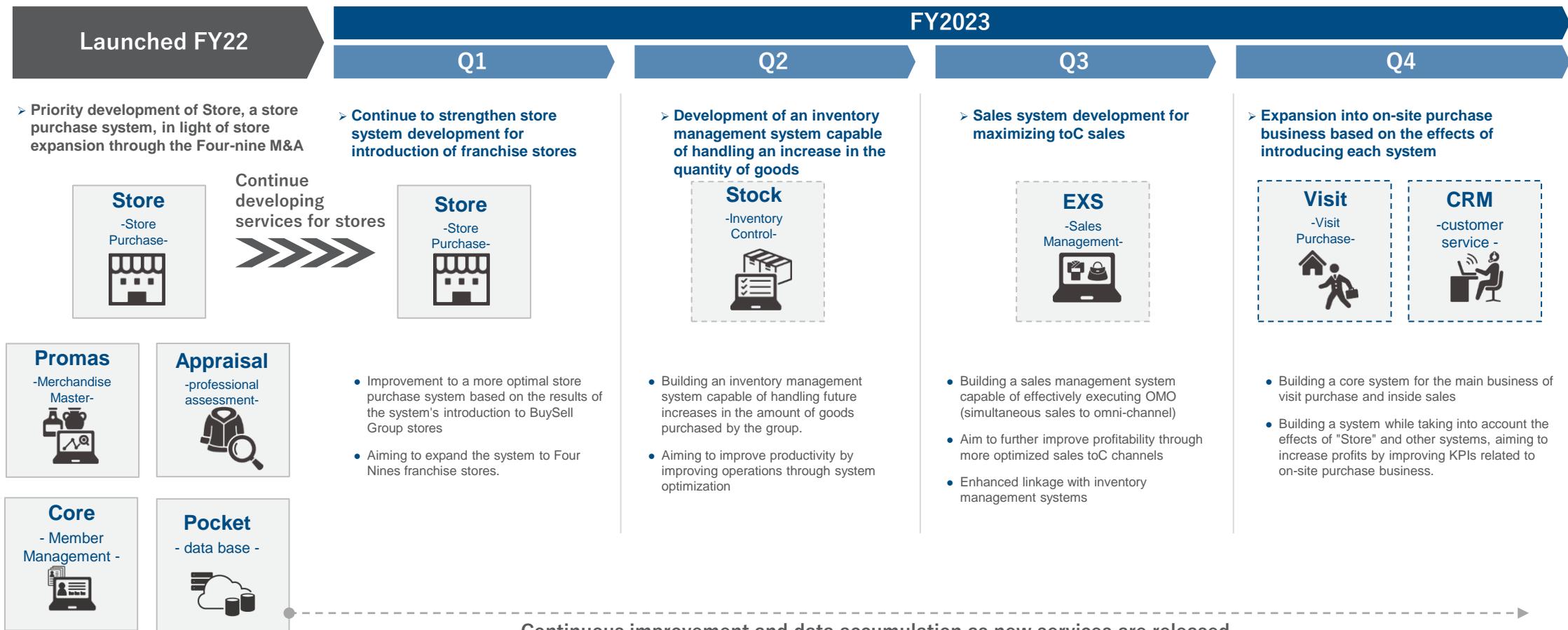


# Improving productivity by leveraging technology

## Launch Schedule

- Development of the core system comprising "Cosmos" is progressing smoothly, and the launch of the main system is scheduled to be completed in FY2023.
- "Visit," which will be the core system for our main business, on-site purchase business, is scheduled to be launched from Q4 of this fiscal year, aiming to improve profitability from FY24 onward

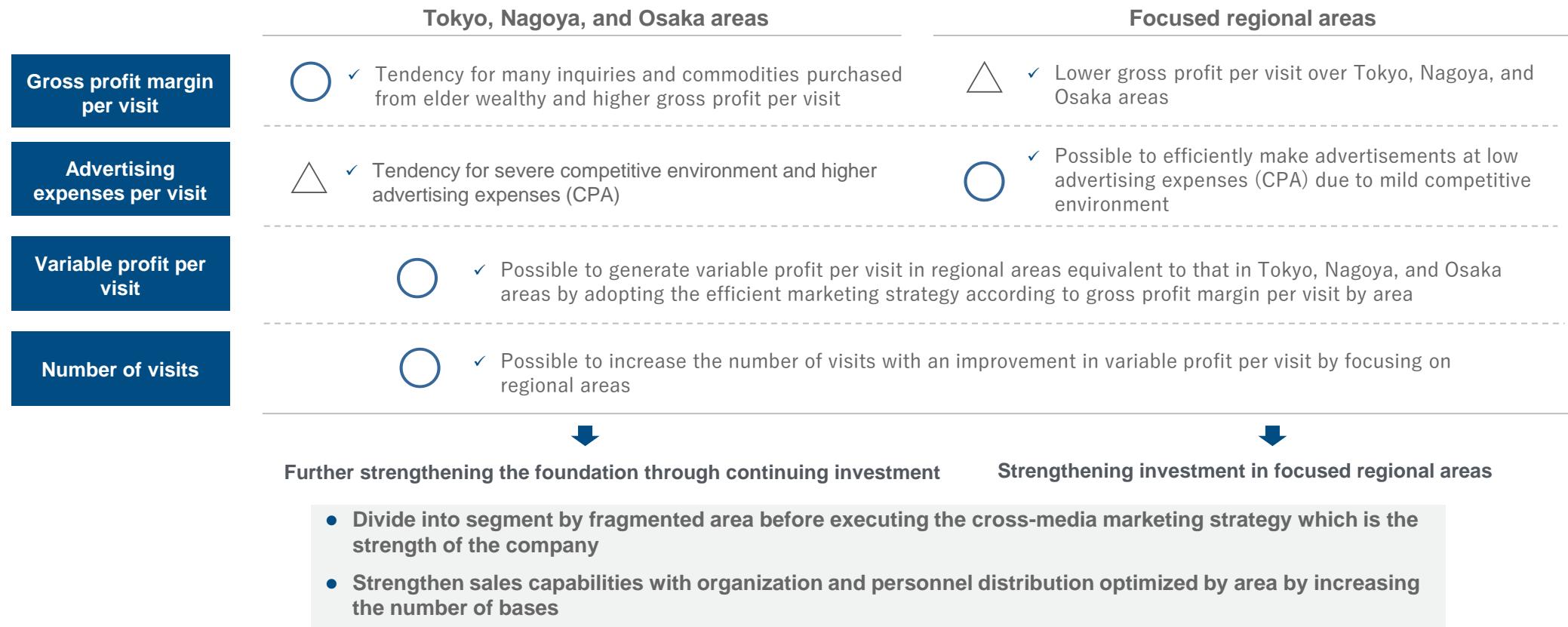
: Launched  : Launch Schedule



## Growth Strategies

### (2) Area expansion strategy in at-home pick up service

- Executing optimum strategy of marketing, bases, and personnel distribution in regional areas in addition to urban areas, Tokyo, Nagoya, and Osaka mainly to combine an increase in the number of visits and maximization of variable profits per visit by area and pursue further growth.



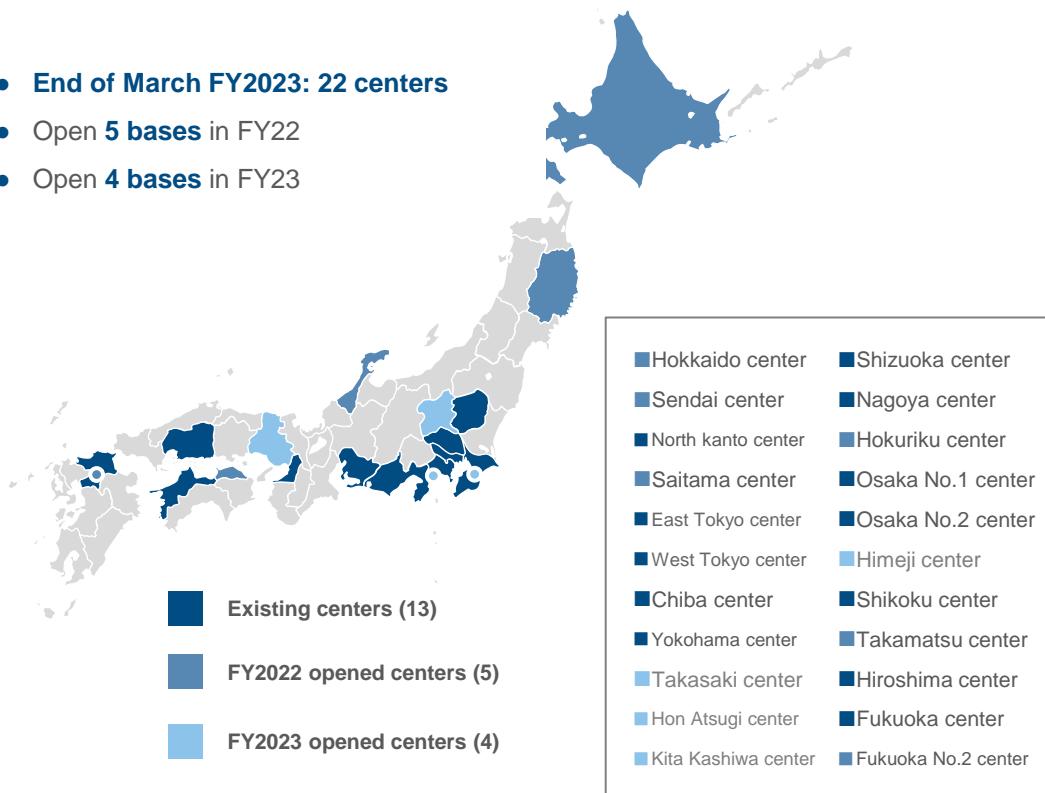
## Combine an increase in the number of visits and maximization of variable profits per visit by maximizing return on investment by area

# Growth Strategy (2) Expansion of home visit purchase bases

- By implementing the purchase area expansion strategy, we opened 5 new locations (centers) in 2022, 4 new locations in 2023 and were operating 22 centers as of the end of March 2023.
- Aiming to increase the number of home visits and variable profits from home visits by optimizing the organization and staffing by area.

## Home visit purchase bases

- **End of March FY2023: 22 centers**
- Open **5 bases** in FY22
- Open **4 bases** in FY23



## Effect of home visit purchase base expansion

### Areas with no bases



- For areas where there are no bases, assessors will travel to the area alone for a period of 1 to 2 weeks
- It is difficult to provide timely and appropriate feedback from supervisors, etc. during business trips, making effective business trip assessments difficult.
- Costs for hotels, rental cars, etc. are incurred for each business trip
- Regarding business trip appointments outside the base area, since business trips are organized for a certain period of time, the setting of visit appointments is rigid (appointments may be lost depending on the schedule)

### Base covered areas



- By organizing by area, feedback for each visit can be effectively executed, and productivity per business trip visit is improved.
- Education and training can be implemented for each center according to area attributes
- Contribute to improving turnover rates by improving work style by reducing business trips, shortening travel distances, and regular communication between members.
- Reduce costs such as hotel bills and rental cars
- Flexible visit appointment settings are possible according to assessors and appointment characteristics

### Expansion of centers by area will bring the following benefits



- ✓ **Increased numbers of home visits**
- ✓ **Improved gross margin per visit**
- ✓ **Reduced travel costs**

# Growth Strategies (3) Strategy for increasing purchase shops

- Strengthen the purchase at shop channel differentiating from at-home pick up by accelerating the group's expansion of shops with effective use of synergy of the group

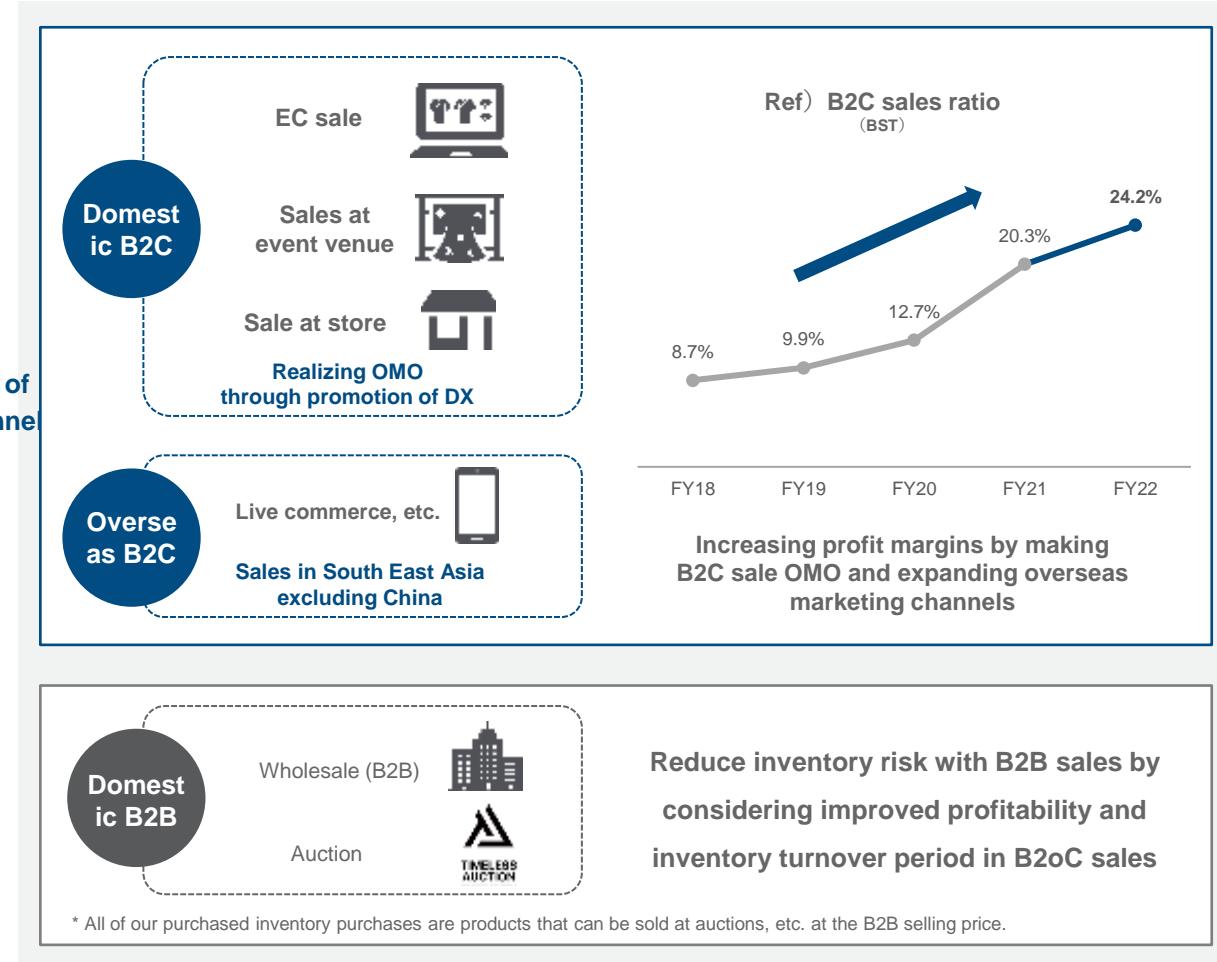
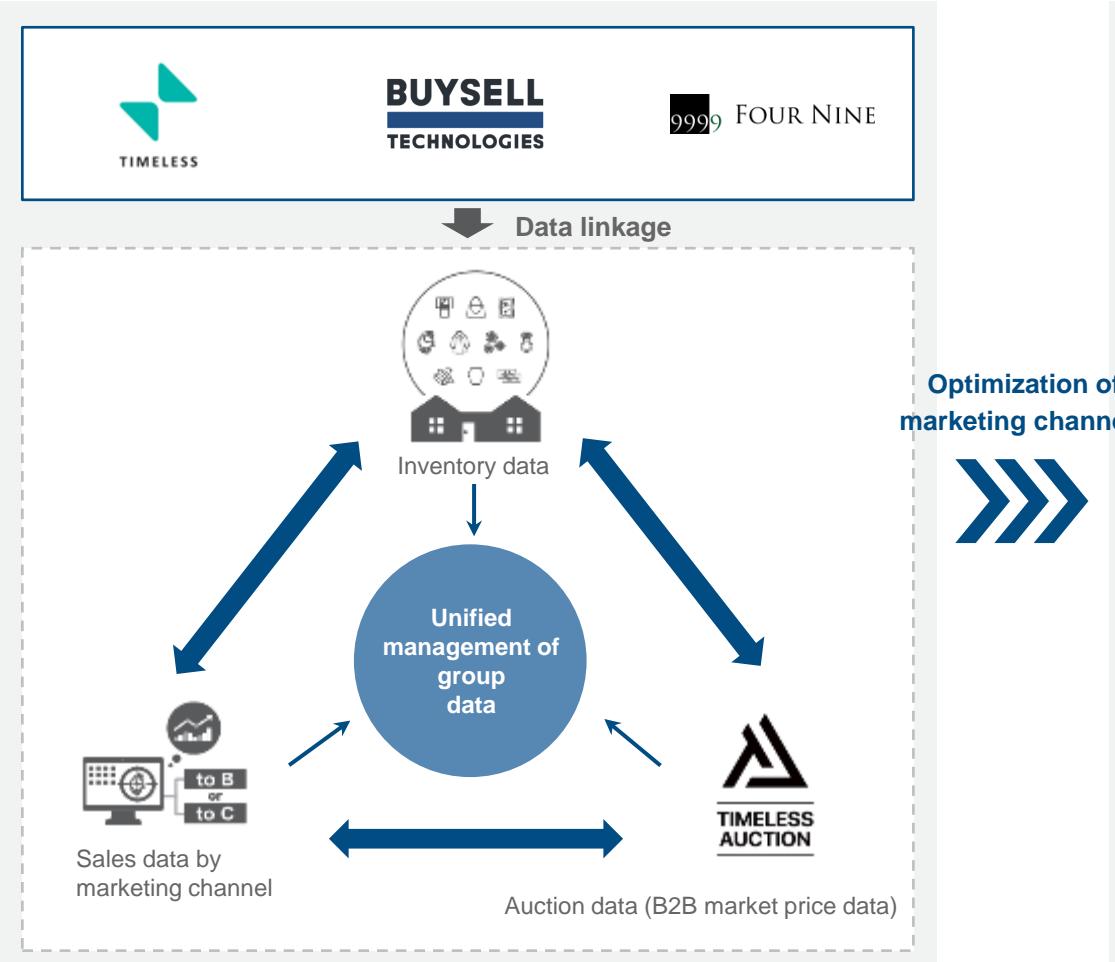
Shops	the number of shops in the group : 251	Advantage
<b>Shops in BUYSELL</b>   いいもの、つづくもの。 <b>BUYSELL</b>	<ul style="list-style-type: none"><li><b>13shops</b> (as of end of June 2023)</li><li>Major cities across the nation</li><li>Main commodities: kimonos, stamps, old coins, etc</li></ul>	<ul style="list-style-type: none"><li>Effect of attracting customers through recognition of BUYSELL resulting from large-scale marketing campaign concerning BUYSELL at-home pick up service</li><li>Targeting elderly customers with the needs for selling commodities for disposal</li><li>Guiding customers who are resistance to at-home pick up to a shop</li></ul>
<b>Shops in TIMELESS</b>   総合買取サロン <b>TIMELESS</b> タイムレス	<ul style="list-style-type: none"><li><b>23shops</b> (as of end of June 2023)</li><li>Permanent shops in department stores throughout the country</li><li>Main commodities: brand items, wristwatches, jewelry, etc.</li></ul>	<ul style="list-style-type: none"><li>Favorable location and sense of security of permanent shops in department stores</li><li>Mainly targeting elderly wealthy using department stores</li><li>Taking marketing measures such as DM in collaboration with department stores</li><li>Guiding customers who are resistance to at-home pick up to a shop</li></ul>
<b>Shops in FOURNINE (Reuse Shop WAKABA)</b>   Reuse Shop <b>WAKABA</b> あなたのモノを、誰かのタイセツに	<ul style="list-style-type: none"><li><b>Franchise shop: 196 shops</b> (as of end of June 2023)</li><li><b>Direct operation : 19 shops</b> (as of end of June 2023)</li><li>Second class locations across the nation (mainly franchise shops)</li><li>Major commodities: brand items, wristwatches, and jewelry</li></ul>	<ul style="list-style-type: none"><li>Good at shop development at second class locations and the support system including fulfilling training programs</li><li>Extensive area targeting through the development of multiple franchise stores nationwide</li><li>Scalability through franchise model</li></ul>

**Aim to expand profitability of each store and accelerate group store development through group synergies**  
**(mutual customer referrals, marketing support, technology utilization, data-driven management, etc.)**

# Growth Strategies (4)

## Strengthening B2C sales by introducing technology for sales

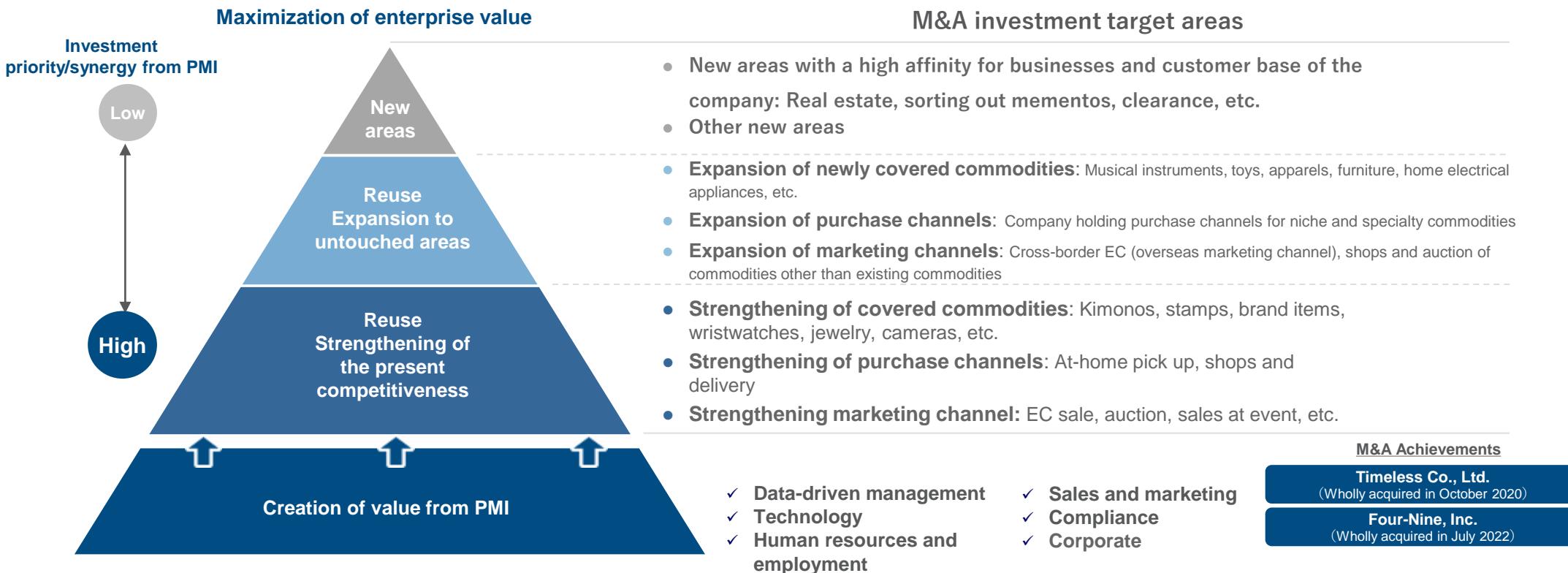
- Aiming to improve profitability by optimizing sales channels through centralized management of group data, OMO of toC sales, and expansion of overseas sales channels



# Investment Highlights

- 1 Growth potential through a unique business model that captures the needs of senior customers
- 2 Data-driven management that supports strong organic growth and future growth strategies
- 3 **M&A strategy to achieve dynamic growth**

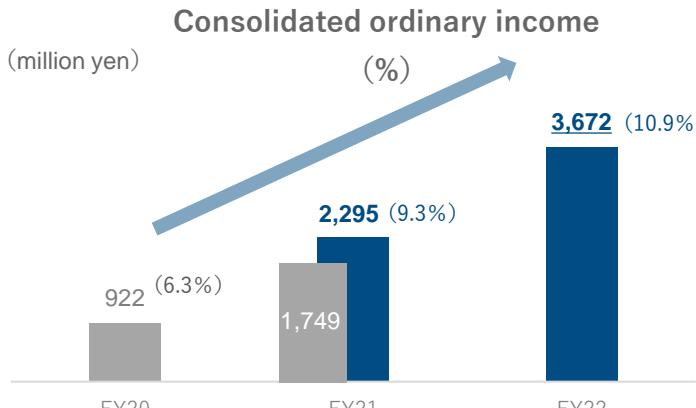
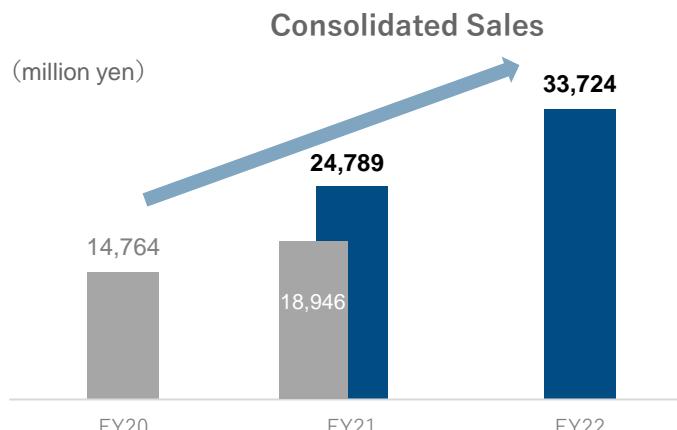
- Have a policy for increasing the priority on M&A investment in the reuse area contributing to strengthening of the present competitiveness and reinforcement of business by operations in untouched areas
- Increase enterprise value by increasing the return on investment through strategic M&A in areas with the high probability of synergy generated by PMI



# M&A results through effective PMI

- Achieved M&A results that contributed to group synergy and improvement of corporate value through company-wide support at PMI after M&A.

Overview		Main PMI details
➤ Acquired October 2020 (included into the scope of consolidation from FY2021)		
Timeless Co., Ltd. 	<ul style="list-style-type: none"> <li>Operating a general purchase salon "TIMELESS", as a permanent shop within a department store           <ul style="list-style-type: none"> <li>End of 2020: 9 stores → June of 2023: 23 stores</li> </ul> </li> <li>Operating antique auction "TIMELESS AUCTION"</li> </ul>	<p><b>Data driven</b></p> <ul style="list-style-type: none"> <li>Sharing of data-based KPI visualization / monitoring know-how</li> </ul>
➤ Acquired July 2022 (included into the scope of consolidation from Q4 of FY2022)		
Four-Nine, Inc. 	<ul style="list-style-type: none"> <li>Operating FC-centric Reuse Shop "Wakaba"           <ul style="list-style-type: none"> <li>Franchise shop: 196 shops</li> <li>Directly managed shop: 19 shops * → June of 2023</li> </ul> </li> </ul>	<p><b>Employment</b></p> <ul style="list-style-type: none"> <li>Promoting adoption throughout the BuySell Group</li> <li>Acceleration of the number of events and store openings by expanding personnel</li> </ul> <p><b>Technology</b></p> <ul style="list-style-type: none"> <li>Construction of web auction system</li> <li>System integration of inventory / sales data, etc.</li> </ul> <p><b>Marketing sales</b></p> <ul style="list-style-type: none"> <li>Marketing support for DM and web advertising in collaboration with department stores</li> <li>Group sharing of know-how such as sales and assessment</li> </ul> <p><b>Corporate etc.</b></p> <ul style="list-style-type: none"> <li>Cost reduction and operational efficiency improvement through corporate function integration</li> <li>Establishment of compliance system</li> </ul>



➤ Accelerate company-wide earnings growth by creating group synergies through effective PMI after M&A execution

06

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## Appendix

- 1 **Outline of group**
- 2 **Corporate governance system • ESG / SDGs**
- 3 **Investment / financial strategy • shareholder return policy**
- 4 **Outline of at-home pick-up business model**

# Company overview

<b>Company name</b>	BuySell Technologies Co., Ltd.		
<b>Foundation</b>	January 2001		
<b>Head office address</b>	8F PALT Bldg. 4-28-8 Yotsuya, Shinjuku Ward, Tokyo		
<b>Capital</b>	3,388 million yen (including capital reserve)		
<b>Business description</b>	Reuse business of clothes, brand items, etc.		
<b>Directors</b>	President, representative director & CEO  Chairman of board of directors  Director CFO  Director CTO  Directors	Kyohei Iwata  Hideki Yoshimura  Koji Ono  Masayuki Imamura  Daiya Ota  Outside director  Outside director(Audit and Supervisory Committee)  Outside director(Audit and Supervisory Committee)  Outside director(Audit and Supervisory Committee)	Outside director  Outside director  Outside director  Toshihiro Hara  Mami Suzuki  Shinichi Sugiyama  Seiichiro Kawasaki
<b>Group company</b>	Timeless Co., Ltd., Four-Nine, Inc. ,BuySell Link Co., Ltd. (special subsidiary)		
<b>Employees</b>	Group: 1,403 (as of June 2023) Unconsolidated: 1,131 (as of June 2023)		

2001	Jan.	Established a limited personal placement company, I Management Japan, in Nihonbashi, Chuo Ward, Tokyo
	May	Changed the organization of limited company I Management Japan to establish I Management Japan. Co., Ltd.
2015	Feb.	Changed the company name to Ace Co., Ltd..
	Apr.	Started online reuse business service through transfer of business.
	Apr.	Relocated the head office to Yotsuya, Shinjuku Ward, Tokyo, and built a warehouse in Edogawa Ward, Tokyo.
2016	Nov.	Changed the company name to BuySell Technologies Co., Ltd.
2017	Mar.	Relocated the warehouse to Narashino City, Chiba Prefecture, for business expansion.
	Sep.	Hideki Yoshimura (current chairman of the board of directors) became the largest shareholder and assumed the presidency when Midas investment business limited partnerships No. 1 and No. 2, in which he had substantially invested, acquired the stock of BuySell Technologies. In addition, Kyohei Iwata (Currently President, representative director & CEO) assumed the post of representative director.
2018	Jul.	Changed the name of the online reuse business service to BuySell.
2019	Mar.	Hideki Yoshimura became the chairman of the board of directors.
	Dec.	Listed on the TSE (Tokyo Stock Exchange) Mothers.
2020	Jun.	Relocated the warehouse to Funabashi City, Chiba Prefecture.
	Oct.	Acquired DAI-YA Corporation Co., Ltd. (current Timeless Co., Ltd.), which runs antiques auction "Timeless auction" among others, as a wholly owned subsidiary.
2021	Jan.	Established BuySell Link (special subsidiary) that promotes the employment of disabled people.
2022	Jul.	Acquired Four Nine Co., Ltd., which operates the purchase store "Reuse Shop Wakaba".

## Transcend people and time to become a bridge that connects precious things.

Transcend people. Transcend time.

Keep attracting people and being sought after.

What we handle has power that exceeds things.

There is life like an ongoing mission there.

We are unearthing things from all over the world.

Spawning.

Connecting people, businesses, and even countries with  
technologies,

Circulating them throughout society in sequence.

Circulating like the revolutions of the Earth,

Connecting precious things to the future, forever.

Good things that last.

BuySell Technologies

# Outline of group

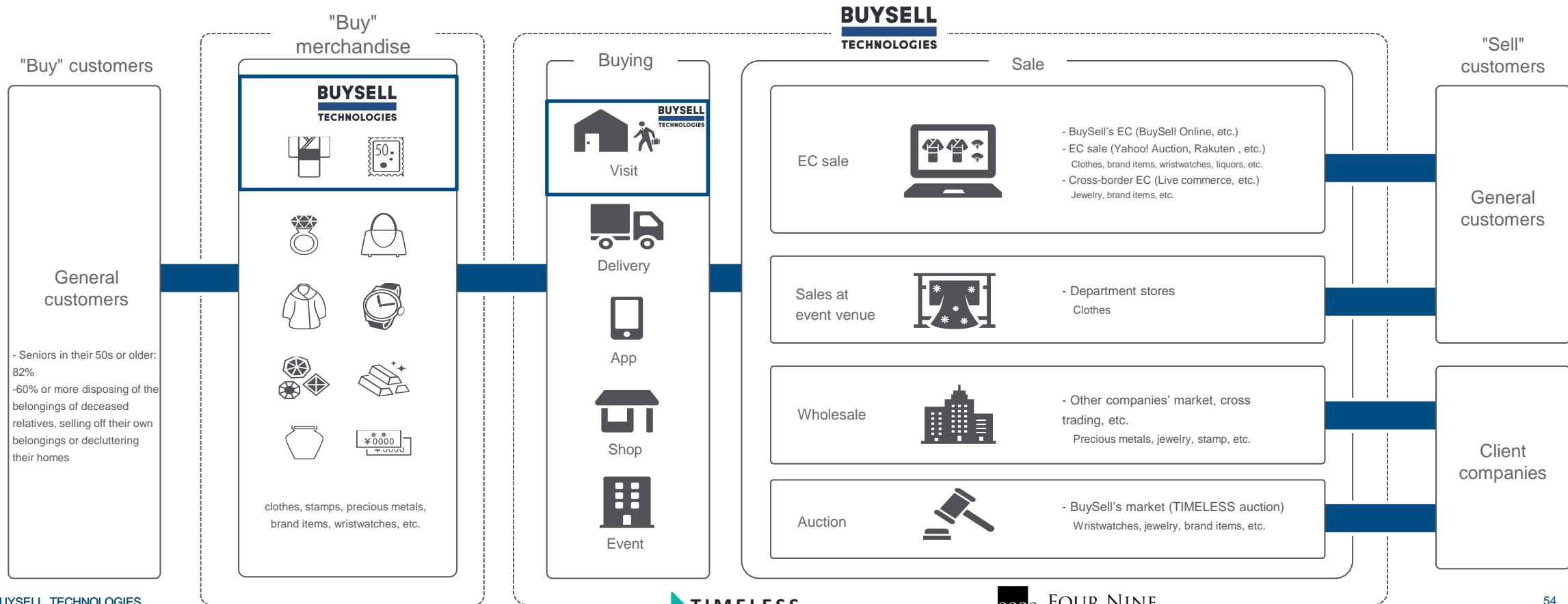
- A group of four companies of BuySell and its three subsidiaries (Timeless Co., Ltd. And Four-Nine, Inc. And BuySell Link Co., Ltd.) runs the general reuse business.

		BuySell Technologies	Timeless Co., Ltd.	Four-Nine, Inc.
Purchase Main services		<ul style="list-style-type: none"> <li>General reuse and purchase service of BuySell           <ul style="list-style-type: none"> <li>At-home pick up</li> <li>Purchase through home delivery</li> <li>Purchase at shop (13 shops)*</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>General purchase salon "Timeless"           <ul style="list-style-type: none"> <li>Permanent shop set up in department store (23 shops)*</li> <li>Purchase at department store events</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Reuse Shop 「Wakaba」           <ul style="list-style-type: none"> <li>Franchise shop: 196 shops*</li> <li>Directly managed shop: 19 shops*</li> </ul> </li> </ul>
		<ul style="list-style-type: none"> <li>BuySell's EC "BuySell Online"</li> </ul>	<ul style="list-style-type: none"> <li>Antique auction "TIMELESS auction"</li> </ul>	<ul style="list-style-type: none"> <li>BuySell Link Co., Ltd.</li> </ul>
		<ul style="list-style-type: none"> <li>BuySell's EC           <ul style="list-style-type: none"> <li>Other companies' EC malls (Rakuten, Yahoo Auctions etc.)</li> </ul> </li> <li>Shops specializing in sale of used kimonos (department stores)           <ul style="list-style-type: none"> <li>Permanent shop (4 shops)</li> <li>Sales at event venue</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Brand bag auction           <ul style="list-style-type: none"> <li>Flat-ground (face-to-face) auction, once a week</li> </ul> </li> <li>Auctions of wristwatches, jewelry, and loose stones:           <ul style="list-style-type: none"> <li>WEB type, once a month</li> </ul> </li> </ul>	<p>Special subsidiary company aimed at promoting employment of disabled people (unconsolidated)</p>

\* As of end of June 2023

# Group business block diagram

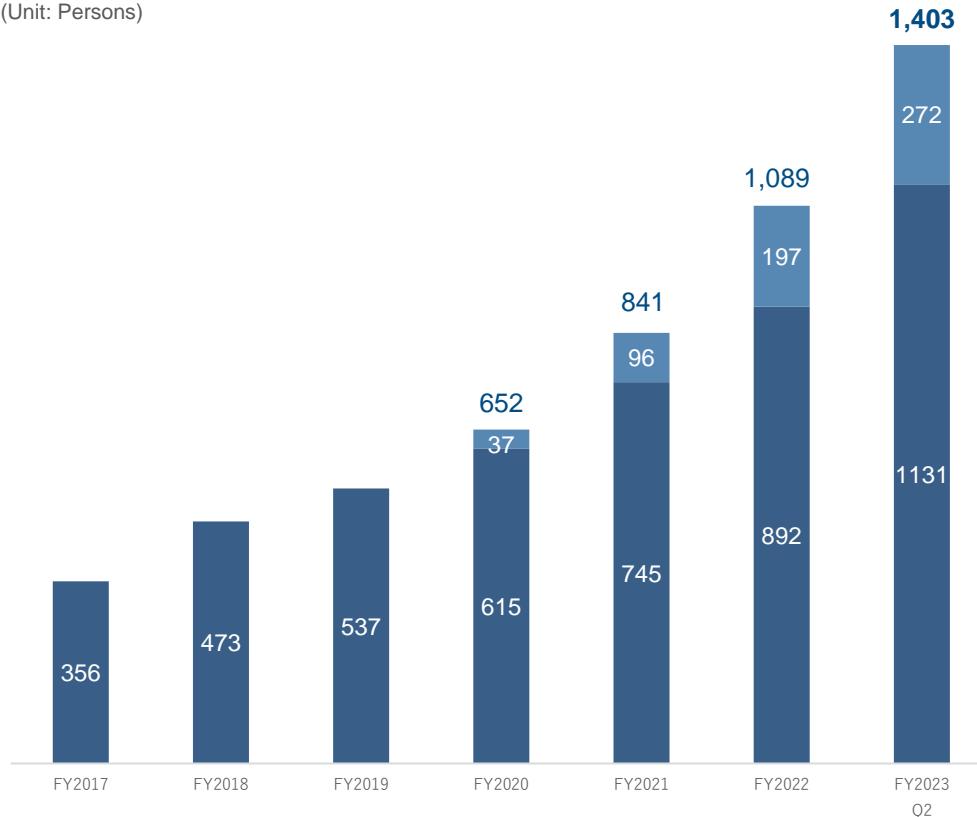
- Purchasing of luxury merchandise such as kimonos, postage stamps, brand goods, watches, etc. through varied channels centered on business visits
- About 60% or more of our services are used by customers disposing of the belongings of deceased relatives, selling off their own belongings or decluttering their homes, and 82% of customers are seniors in their 50s or older.
- The purchased merchandise has diversified sales channels such as B2B for the auction of secondhand goods, etc., and B2C for EC sales, events, etc., and inventory risk is minimal.



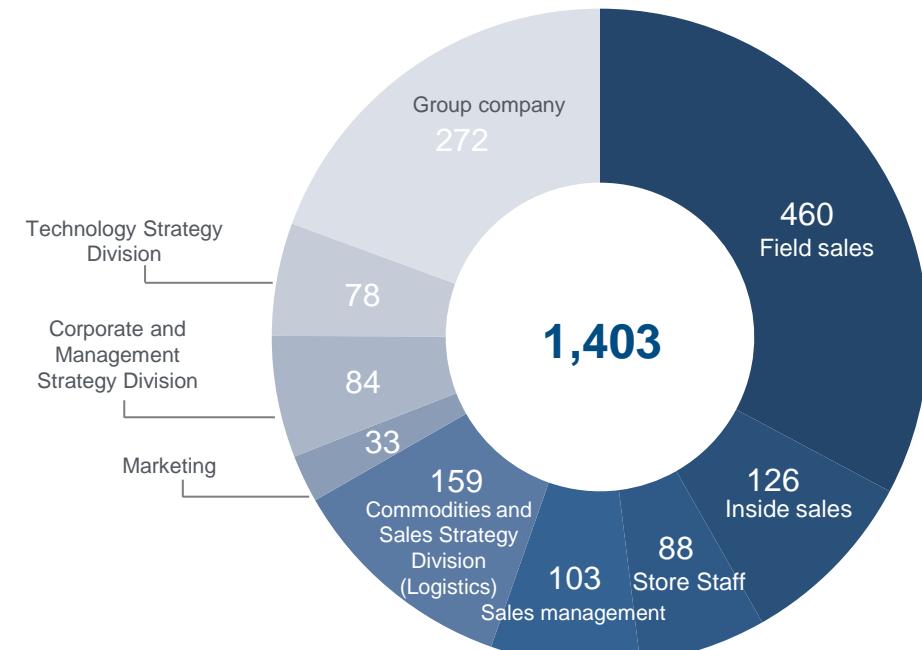
# Employee status

Change of group companies' number of employees

(Unit: Persons)



BuySell group personnel organization  
(Jun, 2023, Including non-consolidated subsidiaries)



1 Outline of group

2 Corporate governance system • ESG / SDGs

3 Investment / financial strategy • shareholder return policy

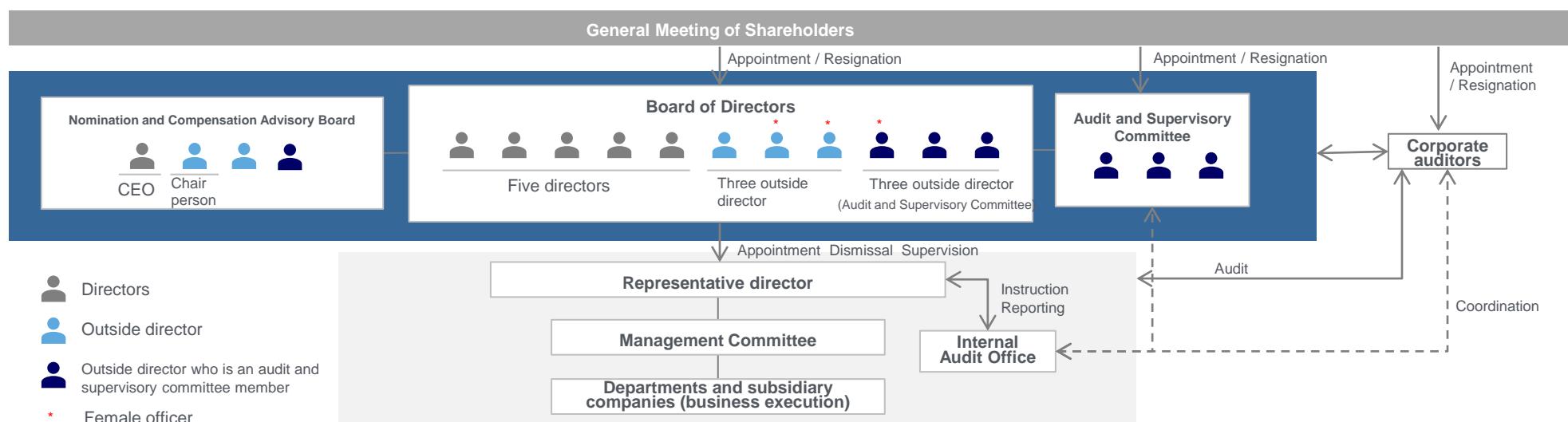
4 Outline of at-home pick-up business model

# Strengthening our corporate governance system

- With the aim of improving corporate value, further enhancing governance, and aiming for management transparency and objectivity, we transitioned to a company with an Audit and Supervisory Committee and to a system in which independent outside directors occupy the majority of positions on the Board of Directors.

## Strengthening our corporate governance system

- Transition from a company with a Board of Corporate Auditors to a **company with an Audit and Supervisory Committee**
- Transition to a board structure in which **independent outside directors** (including directors who are Audit and Supervisory Committee members) make up the **majority of the Board of Directors**
- Continued operation of a **Nomination and Compensation Advisory Board**, of which the **chairperson and the majority of members are external directors**
- Increased the ratio of female directors** in the interests of promoting the diversity of the Board of Directors (3 female directors out of 11 directors overall)



# Director system

- Promoting the management with directors with various backgrounds to combine medium- and long- term growth and strengthening of governance



## Kyohei Iwata/President, representative director & CEO

Graduated from Systems Innovation, Faculty of Engineering, The University of Tokyo. In 2008, joined Hakuhodo Inc. as a new graduate. In 2014, established a marketing consulting company specializing in small and medium enterprises, ventures, and startups. In June 2016, started marketing consulting for BuySell, and then in October 2016, joined the company as a director and CSMO (Chief Sales & Marketing Officer). Now in charge of the Marketing Strategy Division and the Reuse Business Division. In September 2017, assumed the presidency of BuySell.



## Hideki Yoshimura/Chairman of board of directors

Graduated from the Graduate School of Economics, Faculty of Economics, The University of Tokyo. In 2007, jointly founded Evolvable Asia and assumed the presidency. The company was listed on the TSE (Tokyo Stock Exchange) Mothers in 2016 and the TSE First Section in 2017. Became the largest shareholder in September 2017 of the Midas Investment Business Limited Partnerships No. 1 (currently Hideki Yoshimura & Midas A Investment Limited Partnership) and No. 2, in which Hideki Yoshimura substantially invested, by acquiring the said company's stock. In March 2019, assumed the presidency to participate in management toward the improvement of mid-to-long term corporate value.



## Koji Ono/Director CFO

After joining Deloitte Touche Tohmatsu LLC, engaged in auditing, IPO support, and M&A operations. In 2011, sent on loan to the investment and banking department of Nomura Securities Co., Ltd.,. After returning to Tohmatsu, provided services that included M&A advisory business and IPO consulting. In October 2016, assumed the post of director and CFO. Certified public accountant.



## Masayuki Imamura / Director and CTO

Joined Yahoo Japan Corporation in 2006. Founded VASILY in 2009 and assumed the post of director and CTO. Sold VASILY to Start Today (present ZOZO) in 2017. At the same time as company integration, assumed the post of operating officer at ZOZO Technologies in April 2018. Assumed the post of director and CTO in March 2021.



## Daiya Ota / Director

After joining Daikokuya Inc. as a new graduate, worked on new development sales of the brand reuse business. Appointed CEO of Hyperion Co., Ltd. (currently Timeless Co., Ltd.) in 2009 (current position). In 2020, Timeless Co., Ltd., became a subsidiary of Group. Appointed as a director in March, 2022.



## Yuki Akiyama / Outside director

After working at UBS Securities, joined the hedge fund Speedwell / Nezu. In 2017, worked as a portfolio manager for Japanese equities at Millennium Capital, a US hedge fund. Engaged in investment business for startups from 2019. Partner at Globe Advisor Ventures. Appointed as outside director in March, 2022.



## Kayo Gado / Outside director

After working for Nippon Life Insurance Company, joined J-COM Co., Ltd. (currently Like Co., Ltd.) in 2006, spending seven years of her tenure as a director. In charge of the Group's business administration and business promotion, and also serves as Representative Director . Appointed as outside director in March, 2022.



## Toshihiro Hara/Outside director

In 1981, entered the General Secretariat of the Japan Fair Trade Commission. Assumed important posts at the FTC, including the Deputy Secretary General of General Secretariat, Director General of the Criminal Investigation Department of the Investigation Bureau, and General Director of the Trade Practice Department of the Economic Affairs Bureau. Sent on loan to the Consumer Affairs Agency as deputy director general for two years from 2009. Appointed as outside director in June 2019.

# Structure of Board of Directors

- By appointing directors based on a skill matrix that defines the main areas that the Company expects from directors, the structure of the Board of Directors has been changed to one that can achieve both the mid to long-term growth of the Group and the strengthening of its governance.

Directors' Skill Matrix

Name	Position	Independent	Gender	Specialty / experience						
				Corporate management	Sales marketing	Accounting / Finance	Technology	Compliance and risk management	M&A	Investment and capital markets
Kyohei Iwata	President, representative director & CEO	●	●	●	●					
Hideki Yoshimura	Chairman of board of directors	●	●		●				●	
Koji Ono	Director CFO	●	●	●		●			●	
Masayuki Imamura	Director CTO	●	●	●			●			
Daiya Ota	Director (CEO, Timeless)	●	●	●	●					
Yuki Akiyama	Outside director	●	●							●
Kayo Gado	Outside director	●	●		●				●	
Toshihiro Hara	Outside director	●	●					●		
Mami Suzuki	Outside director Full-time member of supervisory board	●	●			●				
Shinichi Sugiyama	Outside director (Audit and Supervisory Committee)	●	●					●		
Seiichiro Kawasaki	Outside director (Audit and Supervisory Committee)	●	●			●				

- From the perspective of the sustainability of business activities required by society, we have established a strategic policy on sustainability centered on compliance and risk management and organizational and human capital management.

## A bridge that connects important things, beyond people and spanning time

- To be a company that can contribute to the realization of a sustainable society through the formation of a recycling-oriented society by expanding the secondary distribution market through the growth of the reuse business.
- Based on a foundational policy of balancing business activities in accordance with the Group's mission with activities aimed at addressing social issues, we place importance on social necessity and sustainability in our business activities.



## The two pillars of our sustainability strategy

Environment

Social

Governance

### Compliance and risk management

Strengthen corporate and service governance

Enhance information security

Maintaining and improving reliability in home-visit purchases

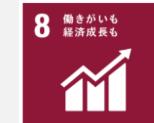


### Organizational and human capital management

Strengthen recruitment and training

Improve employee engagement

Close skill and gender gaps



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# Capital allocation policy

- The aim is to have strong operating cash flow generating capacity based on high profit growth and flexible interest-bearing liability generating capacity founded on a stable financial base, so that we can secure funds for investment in business growth and in M&A, and realize capital allocation for sustainable growth.

## Investment resource procurement policy

- Operating CF from business → Interest-bearing debt → Equity priority order for allocation to investment resources

### Operating cash flow

- Create operating CF through sustainable profit growth



### Interest-bearing debt, etc.

- Flexible capital procurement to be implemented for investments, in view of the Company's current financial situation and the possibility of procuring capital at low interest rates in the recent market environment



### Equity

- Study capital procurement as an option on the premise of improving EPS by carrying out the investment after a comprehensive examination of the share price level, market environment, and financial situation, etc.

## Capital allocation policy

- In addition to business investment for organic growth, the policy is to prioritize allocation to strategic investment for in-organic growth focused on M&A.

### Business investment

- Business investment for sustainable growth of existing reuse business

### Strategic investment (M&A)

- Strategic investment for non-continuous growth centered on M&A

### Shareholder return

- Prioritize investment necessary for future growth, secure feasible internal reserves, and pay stable and continuous dividends

# Investment policy

- Proactive business investment for sustainable growth and strategic investment in M&A that realizes discontinuous growth, based on a disciplined investment policy

	<u>Main investment targets</u>	<u>Investment policy (investment discipline)</u>
Business investment	<ul style="list-style-type: none"><li>● Technology investment to enhance IT / DX</li><li>● Marketing investment</li><li>● Human capital investment (recruitment / organizational strengthening)</li><li>● Capital investment such as warehouse relocation / expansion and store expansion</li><li>● Investment in strengthening compliance system</li></ul>	<ul style="list-style-type: none"><li>● Control cost investment allocation on the premise that it will be reflected in planned profit.</li><li>● In principle, business investment that is expected to have a medium to long-term return on investment should be made within the range that exceeds the planned profit.<ul style="list-style-type: none"><li>• Additional TV commercials, etc., to raise profile.</li></ul></li><li>● When making temporary business investments that will impact planned profits other than the above, make sure to have sufficient dialogue with the capital markets.</li></ul>
Strategic investment	<ul style="list-style-type: none"><li>● M&amp;A</li></ul> <p>From the perspective of maximizing corporate value and synergy, in principle, priority is given to majority investments that can be made part of the consolidated group.</p>	<ul style="list-style-type: none"><li>● Policy of implementing disciplined investment based on M&amp;A investment standards set in-house<ul style="list-style-type: none"><li>• Upper limit setting of EV / EBITDA magnification</li><li>• Companies that are in the black or companies that are likely to be in the black in the short term</li><li>• Group synergy creation accuracy and business growth potential at PMI</li><li>• Impact of consolidated PL (in principle, no "goodwill loss" on the assumption of J-GAAP) etc.</li></ul></li></ul>
	<ul style="list-style-type: none"><li>● New business</li></ul>	<ul style="list-style-type: none"><li>● The policy is to make limited initial investment, carefully verify business profitability and growth potential, and gradually expand the investment limit in the phases where investment return is anticipated.</li></ul>

# Financial policy

- By implementing disciplined financial management while emphasizing growth investment, we can secure investment funds that enable proactive business investment and M&A while maintaining the stability of our financial base.

- Monitoring of cash and deposit level held by comprehensive examination of the following
  - Required working capital
  - Business investment limit
  - M&A investment limit (including post-execution level)
  - Downside protection
- Leverage reuse inventory characteristics (\*1), monitor the turnover period, and consider the balance between cash flow and profitability
- Goodwill to equity ratio: Monitor with a guideline of about 1.0 times or less

\*1: Reuse inventory can be redeemed in a short period of time by to-B sales (auction, etc.), and in principle, only merchandise that can be sold is purchased, so the risk of retention of purchased inventory is low.

Consolidated BS as of the end of June 2023	
(Unit: Million yen)	
<b>Cash and deposits</b>	<b>8,232</b>
<b>Interest-bearing debt</b>	<b>6,362</b>
<b>Inventories</b>	<b>2,854</b>
Other liability	4,177
<b>Goodwill</b>	<b>3,576</b>
<b>Customer-related assets</b>	<b>1,168</b>
<b>Other assets</b>	<b>3,455</b>
<b>Net assets</b>	<b>8,748</b>

- Carry out capital procurement in consideration of the balance between the use of funds, financial stability and financial leverage.

- When carrying out highly strategic M&A, the policy is to allow a temporary increase in leverage while using the following financial disciplines as a guide.

## Financial disciplines

- Net D / E ratio: 0.5 times or less
- Net Debt / EBITDA magnification: 1.0x or less

- While priority is given to interest-bearing debt financing, if there is a temporary dip in financial stability post M&A, or if it is necessary to secure future financial leverage reserves, consider raising equity.

- When procuring equity for M&A, investigate the possibility of improving post investment and procurement EPS.

## Financial discipline

- Equity ratio: 40% or more

# Shareholder return policy

- By prioritizing growth investment, the aim is to improve TSR (total shareholder yield) through medium to long-term share price increases due to an increase in EPS (earnings per share), as well as paying stable and continuous dividends. Shareholder return is the basic policy.

## Basic shareholder return policy

- Basic policy is to target improvement of TSR \*
- Prioritize business investment and M&A that are needed for growth in order to sustainably improve corporate value, and aim for medium to long-term share price increases by increasing EPS
- Pay stable and continuous dividends while securing internal reserves that can prioritize and carry out investments needed for future growth.

## TSR (Total Shareholder Yield)

Stock price rise

- Aiming for medium to long-term share price increases through continuous increase in EPS

Dividends

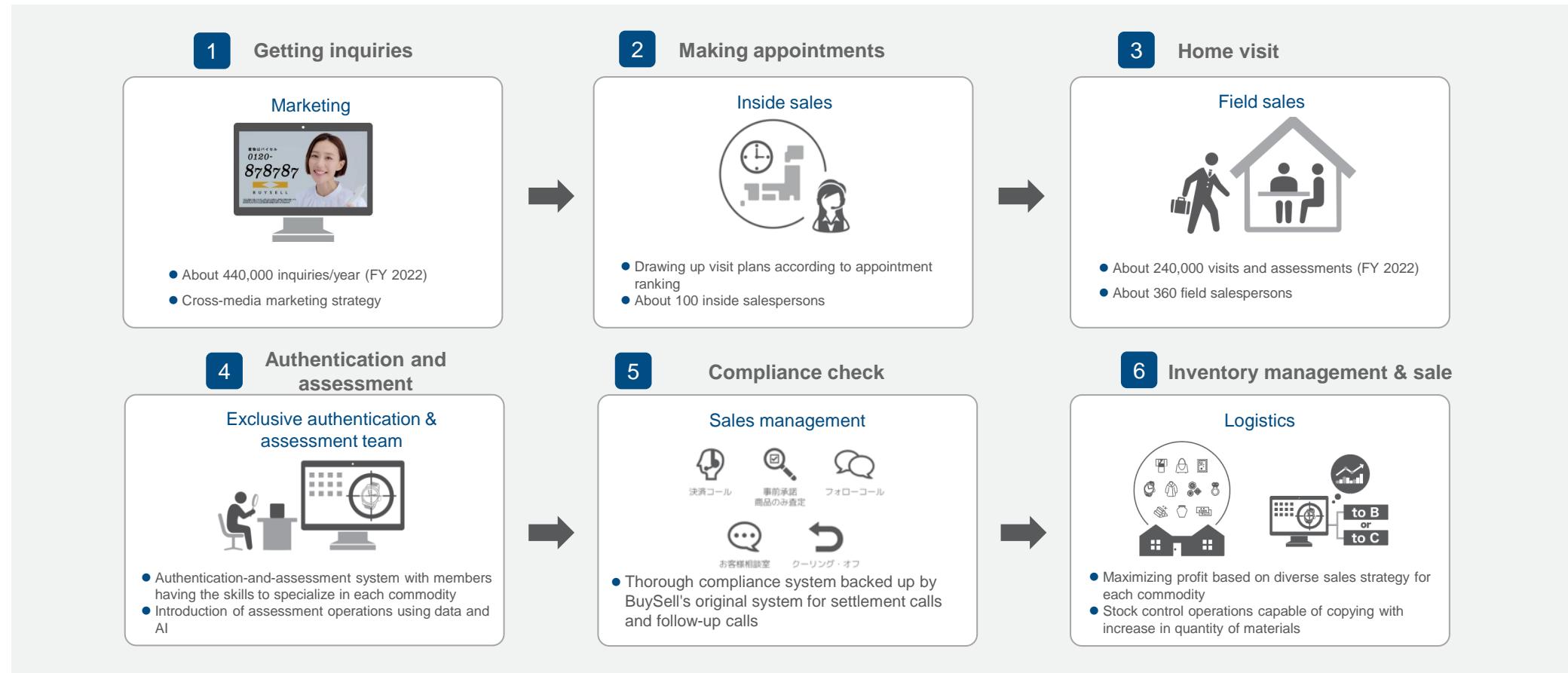
- From the perspective of being able to pay stable and continuous dividends, the policy is to pay dividends with a consolidated dividend payout ratio of 20% as a benchmark (maintaining the current dividend policy).

\* TSR (Total Shareholder Return): Total yield of dividends and share price increases over a given period of time

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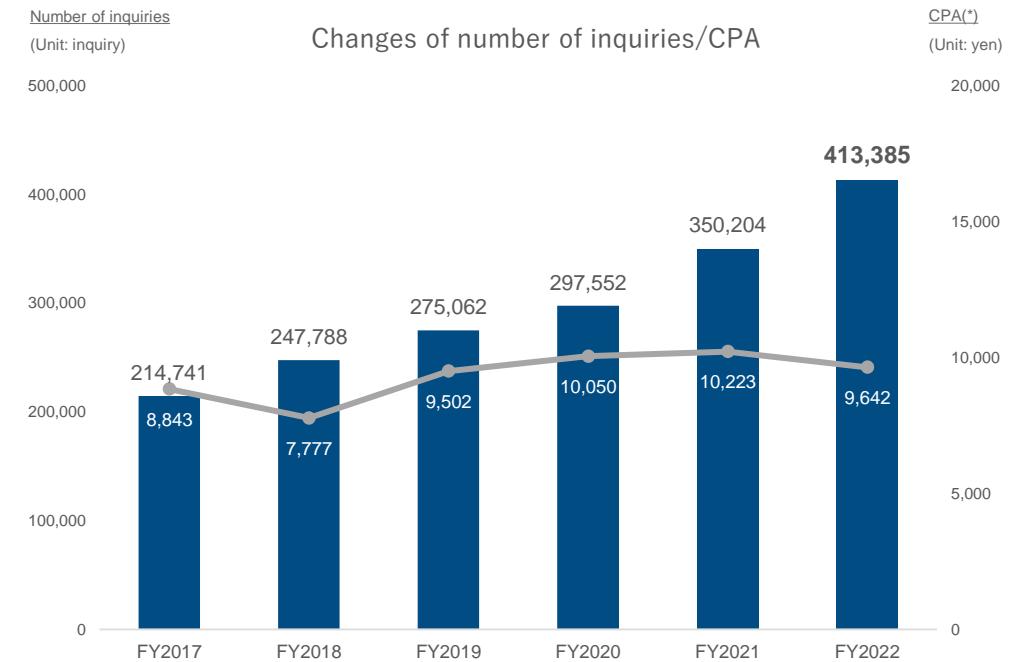
# Outline of at-home pick-up business model

- Organizing internally a series of operations related to (1) Marketing, (2) Appointment making, (3) Visits, (4) Authentication and assessment, (5) Compliance, and (6) inventory and sale strategy, and realizing a business growth with a high probability through data-driven management based on the KPIs of each department



# Marketing: Ability to attract customers by using cross-media marketing

- BuySell is increasingly attracting customers, especially the elderly, while realizing efficient cost per acquisition (CPA: advertising expenses per inquiry) through cross-media marketing making the best use of the internet and mass media, mainly TV CMs.



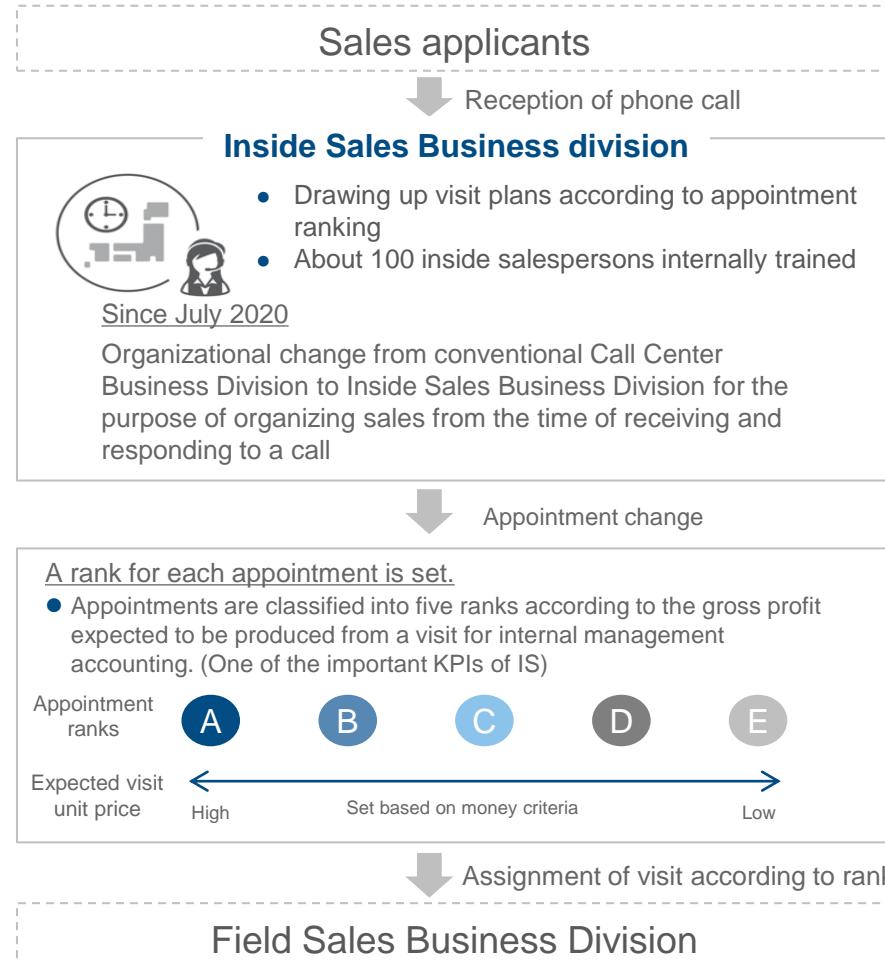
- Reach optimized for the wealthy elderly through cross-media marketing
- Effective marketing strategy executed in accordance with medium, region, season, and market conditions

- Inquiries steadily increasing while realizing efficient CPA

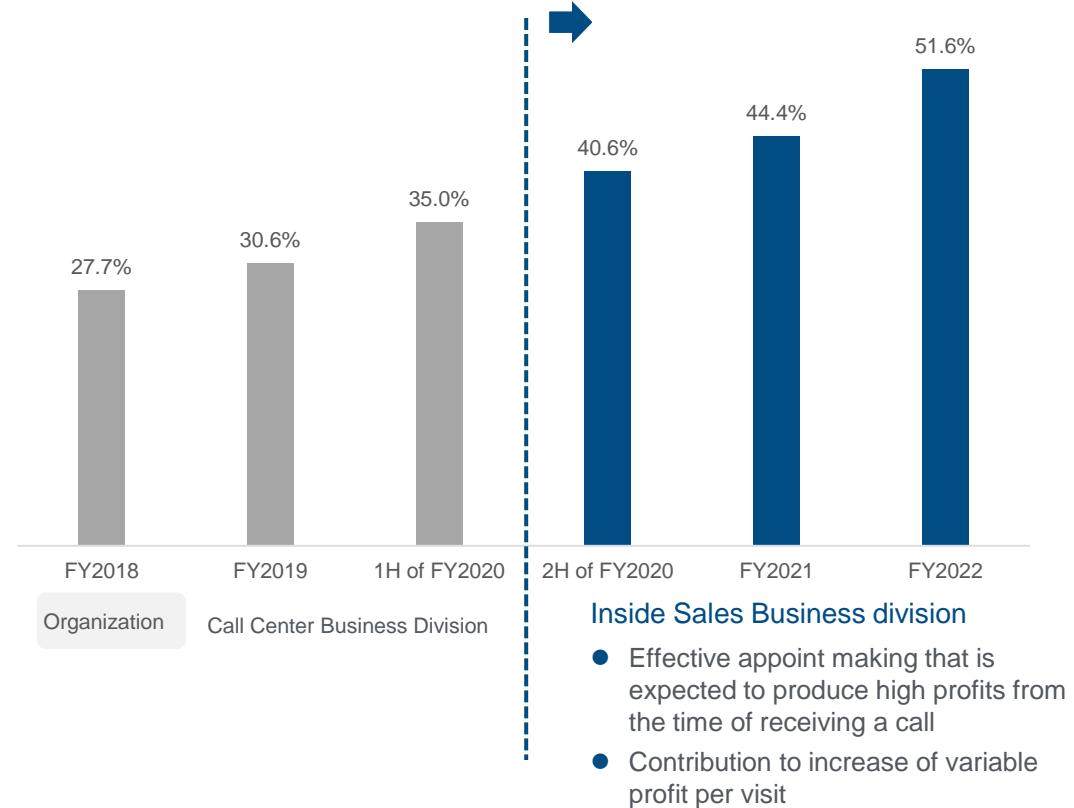
(\*) Advertising expenses per inquiry into the visit service

# Inside sales: Effective appointment making through sales organization

- Appointments that are expected to produce high profits are effectively made by responding to customers as a sales organization and by receiving and responding to phone calls since the organization changed so that the Insite Sales (IS) Division makes appointments.



Change of high-ranking (ranks A, B, and C) appointment rate (\*)



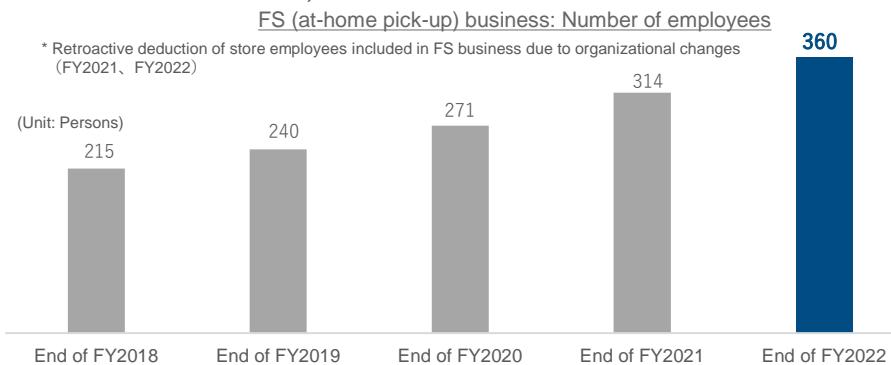
(\*) Rate of total number of appointments for visit ranked A, B, or C

# Field sales: Organizational design with high repeatability and capable of expanding business

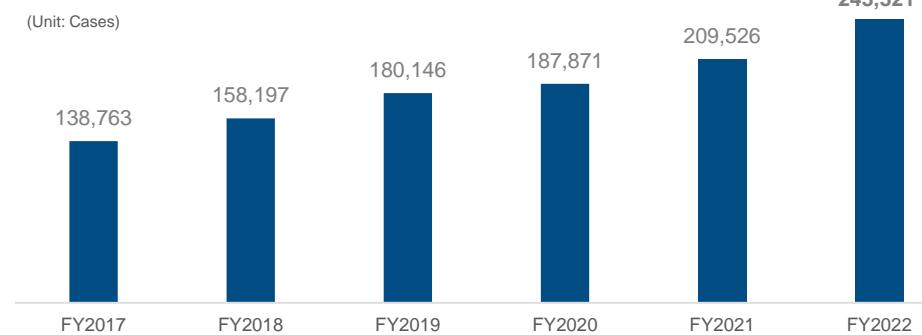
- Midterm business growth is realized by creating a field sales (FS) organization with a high repeatability and expandability that can scale up the organization with a training system that is based on the power of employment and data while increasing profitability.

## Employment

- The number of FS personnel is on a steady rise as the business scale increases backed up by the power of employment.
- Employment of new graduates has been increased since 2017 and new graduates to be hired in 2022:196 (of which 140 were assigned to the FS Business Division) and in 2023:245 (of which 140 were assigned to the FS Business Division)

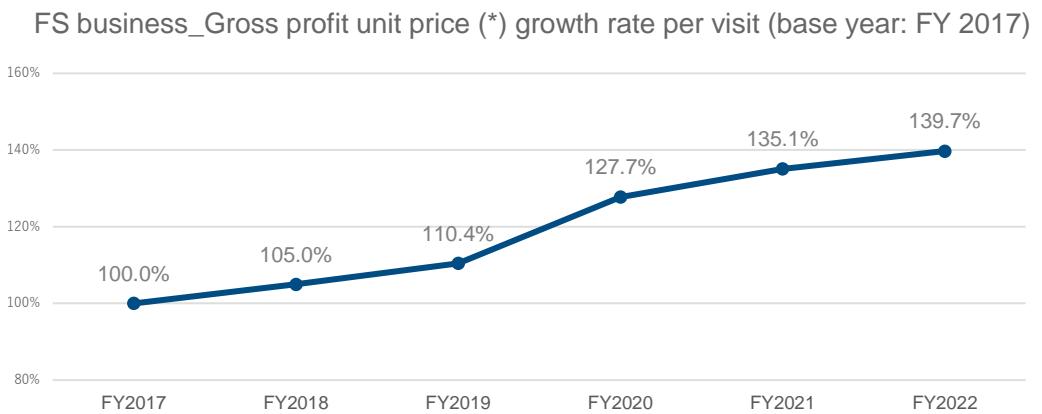


## Number of visits



## Education

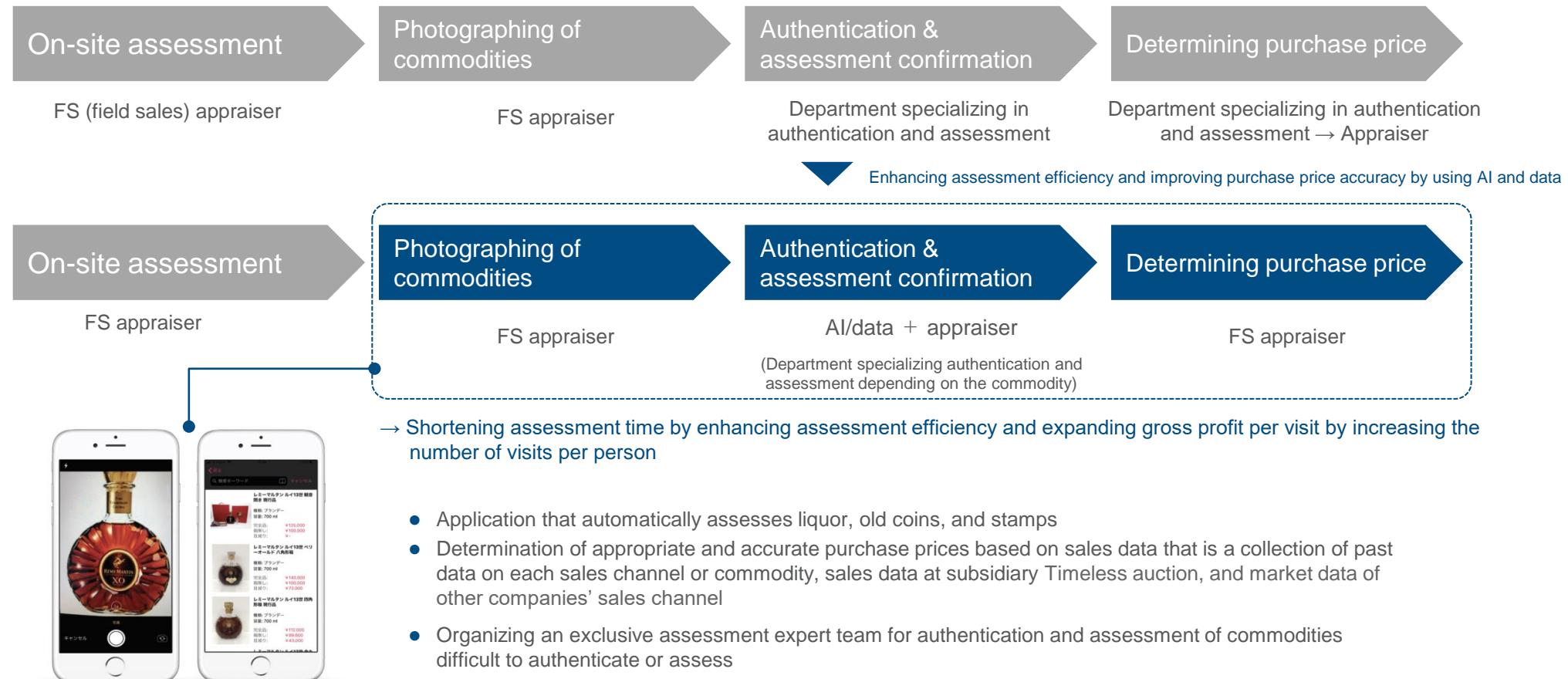
- Introduced a systematic education & training system for reuse appraisers at the Enablement Department, a department specializing in education and training.
- Executing an education and training program suitable to an appraiser by using BuySell's original, segmented internal management indexes classified according to each center or appraiser



(\*) Gross profit unit price per visit for internal management accounting to manage KPIs at FS Business Division  
 - KPIs eliminating impact of sales on a growth of gross profit  
 - Values are not disclosed because these KPIs are for management accounting.

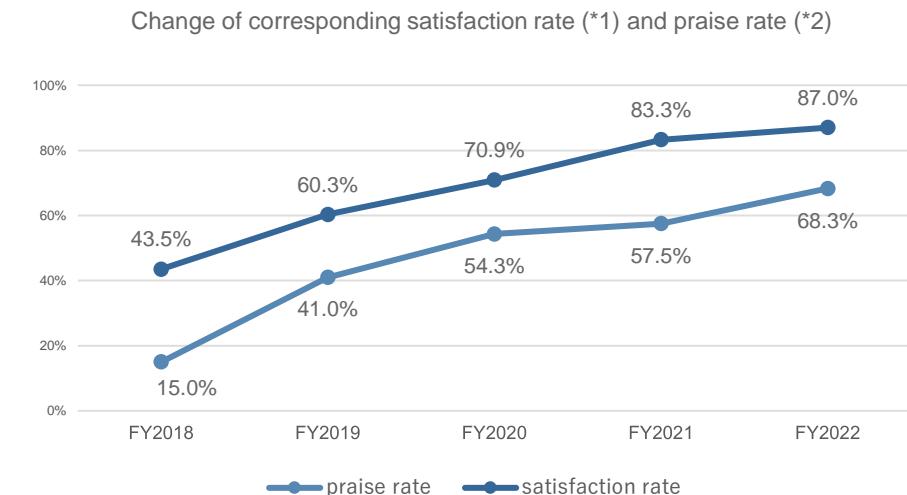
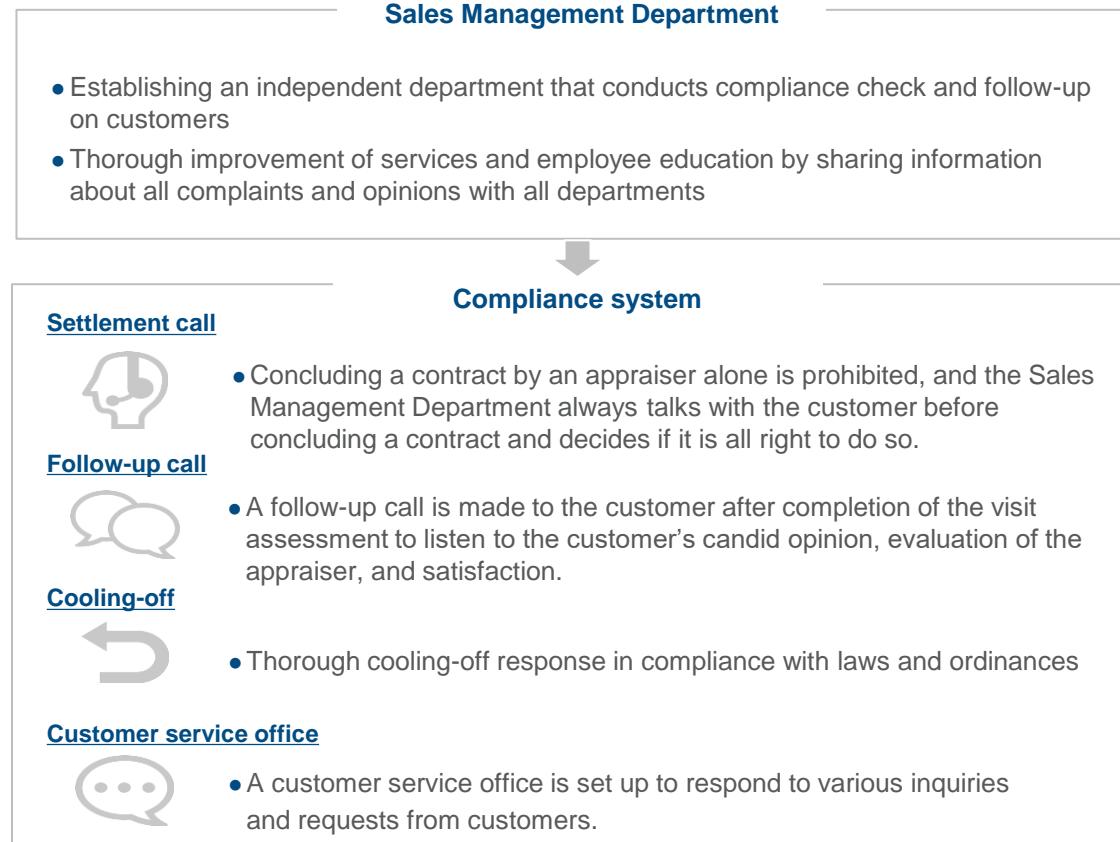
# Authentication and assessment: Enhancing assessment efficiency by using data technology

- Efficiency of assessment is enhanced, productivity is improved, and quantity of commodities purchased is maximized through automated operations using assessment data, technology, and machine language technology for assessment and pricing.



# Sales management: Creation and operation of a thorough compliance system

- Service values with high hospitality are provided by creating an educational system that appropriately reflects customers' voices, supplying safe and secure services, and building and running BuySell's original, robust compliance system.



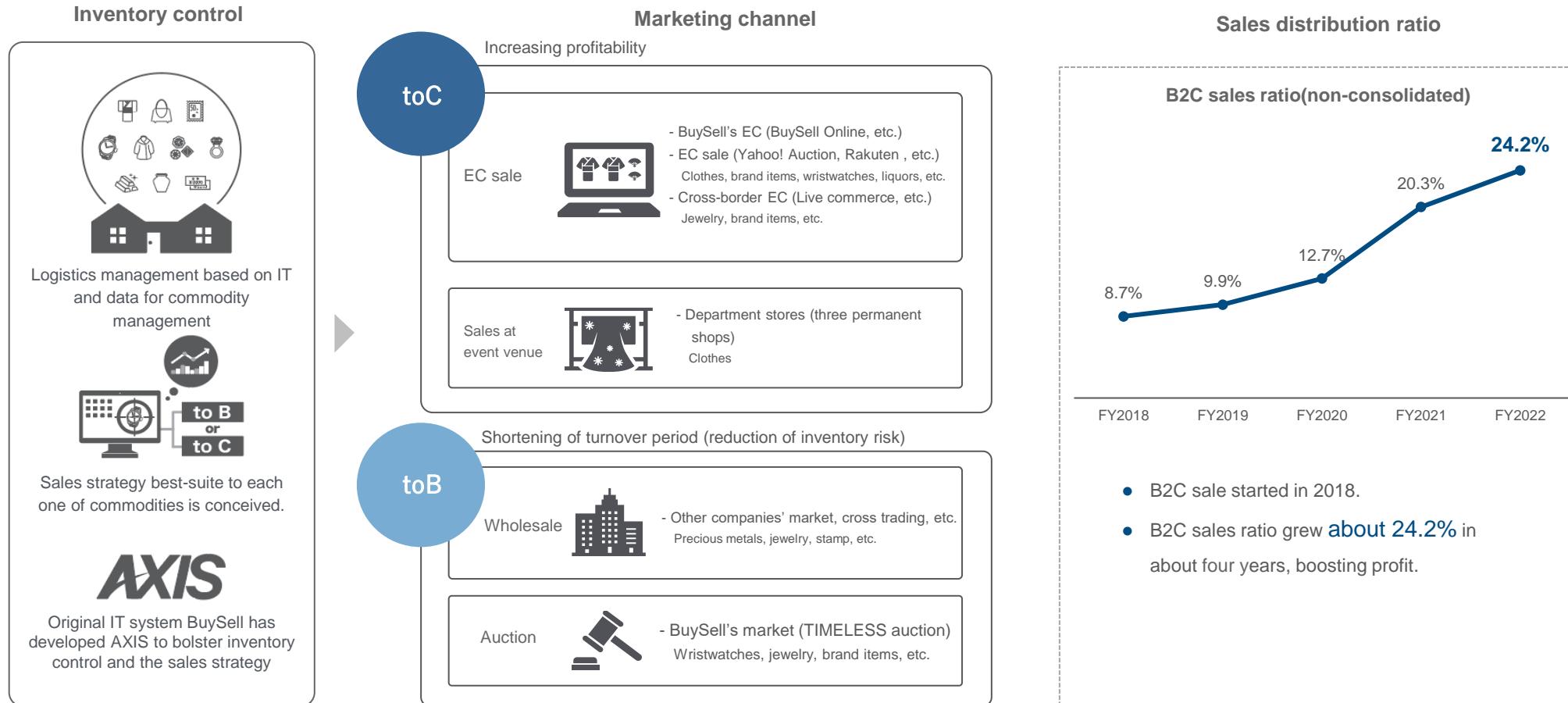
Source: Created by us based on the results of a questionnaire conducted during follow-up calls

\*1 Rate of customer satisfaction with our response: Rate of customers who replied "very satisfied" or "satisfied" to a question about responses by our employees

\*2 Praise rate: Of the above, reply concretely describing what the customer was satisfied with

# Logistics: Sales strategy using many sales channels suitable for respective commodities

- Sales strategy best-suited to each one of commodities is conceived by creating an inventory control system for each commodity and expanding diverse sales channels to strike a balance between a reduction in the inventory risk and maximization of profit.



## Concerning the handling of this material

In the preparation of these materials, we have relied on and assumed the accuracy and completeness of the information available to us, but information other than that from the Company is quoted from public sources, etc., and we make no representation or warranty as to its accuracy or completeness. In addition, the information may contain forward-looking assumptions and forecasts as of the date of presentation, and forecasts based on plans, but these forward-looking statements are based on the information currently available to us and on certain assumptions that we consider reasonable, and the Company makes no promises that they will be achieved. There may be significant differences between these forecasts and actual business results due to various factors in the future, such as changes in economic conditions, changes in customer needs and user preferences, competition with other companies, and changes in laws and regulations

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